

CORINE LEWIS

AUTHOR | SPEAKER | ENTREPRENEUR | COACH | ADVOCATE

SMILE

Chin Up!



HIGGINS PUBLISHING ADVERTISING KIT

advertising kit

CORINE LEWIS



EXPAND YOUR REACH

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(**SMILE, Chin Up!** will be sold via national bookstore chains and popular online bookstores such as Amazon.com).

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Logo Placement

(Whenever anyone sees this book, they will see your logo).

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(Logo placement on all press releases for TV, radio, newspaper, magazine and magazine interviews).

Social Media Campaign

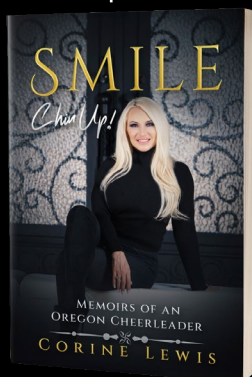
(Logo placement on author social media sites such as Facebook, YouTube, Twitter, LinkedIn with tag back).

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(Your company will be the only company listed in the book in your industry).

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Premium Postcard Campaign

(Premium Logo placement on the front of promo & FREE giveaway postcards).

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(Logo placement in email marketing campaign to 150,000 avid readers during Domestic Violence Awareness Month. Plus 350,000 retail industry reviewers, bloggers, booksellers, journalists, librarians, and academic institutions).

Video Marketing

(Logo placement in video marketing rolling credits to 1 Million viewers during Domestic Violence Awareness Month in October).

Author Appearances

(Where appropriate, you will be invited to participate when the author makes appearances).

Book Tours & National Sponsor Events

(Banner exhibit representation at speaking engagements, trainings, book launch tour).

Red Carpet Wall

(Premium logo placement wall at all launch events).

Author Website

(Your ad and logo linked from author and publisher websites).

How Can I Support This Cause?

Choose A Sponsorship Level on Page 6

THE BOOK

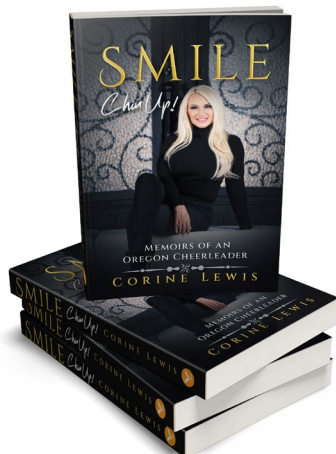
DESCRIPTION

“**SMILE, *Chin Up!***” is a compelling firsthand narrative by Corine Lewis, chronicling her tumultuous journey through sexual assault and a decade of domestic violence. Through a series of vignettes and anecdotes, Corine bravely recounts her experiences, highlighting moments of despair and resilience alike. The book encapsulates her entire ordeal, from the trauma of assault to the crushing weight of abuse, interwoven with glimpses of hope and humor.

Key points from the book include:

- **Personal Journey:** Corine shares her harrowing experiences of rape, beatings, broken bones, and near-death encounters, juxtaposed with moments of joy and resilience.
- **Humor and Wisdom:** Despite the darkness of her narrative, Corine infuses humor, wisdom, and cultural references to uplift the mood and convey her truths.
- **Tools for Empowerment:** Through her own experiences and interactions with other survivors, Corine introduces unique tools and insights to empower women. These include recognizing red flags in relationships and understanding the psychological dynamics of abuse.
- **The CL Way:** Corine presents “**The CL Way**,” a set of principles she developed to reclaim her voice and power. These principles, applicable to all, are particularly beneficial for survivors of sexual assault and domestic violence.
- **Passion for Cheerleading and Dance:** Interwoven with her personal journey, Corine shares her passion for cheerleading and dance, recounting experiences as Mrs. Oregon, coaching at the University of Oregon, and participating in sports events such as the NBA championship series and the US Olympic Basketball Team trials.
- **Advocacy and Support:** Beyond her own story, Corine advocates for women’s empowerment and the fight against sexual assault and domestic abuse. She offers insights for men to support and assist in this crucial fight.

Overall, “**SMILE, *Chin Up!***” serves as a beacon of hope, resilience, and encouragement for survivors of trauma. Corine Lewis’s candid storytelling and advocacy shed light on the often-overlooked realities of abuse while offering practical tools and support for those in need. Through her journey, Corine inspires readers to find their voices, reclaim their power, and stand against injustice.



“Smiling is not an expression of agreement but of encouragement.”

—CORINE LEWIS

THE BOOK

UNCOVER IN THESE PAGES...

Corine's transformation from abused to advocate stemmed from a profound journey of self-discovery and resilience. Through the depths of trauma, she unearthed her innate strength and unwavering determination to break free from the cycle of abuse. Embracing "The CL Way," Corine reclaimed her voice and power, refusing to be defined by her past. Each step towards healing illuminated the path of advocacy, as she recognized the urgent need for systemic change and support for survivors.

"SMILE, *Chin Up!*" offers a beacon of hope.

"With each stride toward healing, I saw the path of advocacy clearer. My transformation embodies courage, sparking others to stand, speak, and fight!"

- Recognize red flags, intervene early.
- Reclaim power, embrace "The CL Way."
- Resilience blooms amidst humor, wisdom.
- Foster community, aid survivors' journeys.
- Equip survivors, empower with insights.
- Advocate change, raise societal awareness.
- Solidarity heals, shared experiences empower.
- Educate, prevent domestic violence, abuse.
- Speak out, seek support, break silence.
- Access resources, helplines, support networks.

"Enduring years of mental, physical, and emotional abuse wasn't easy, but it serves as a personal testament to my faith."

—CORINE LEWIS



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We are including a special section titled, "Resources the Author Recommends," where you can place an ad for your organization in the back of the book, and be seen at every point when the book and/or author is promoted or publicized.

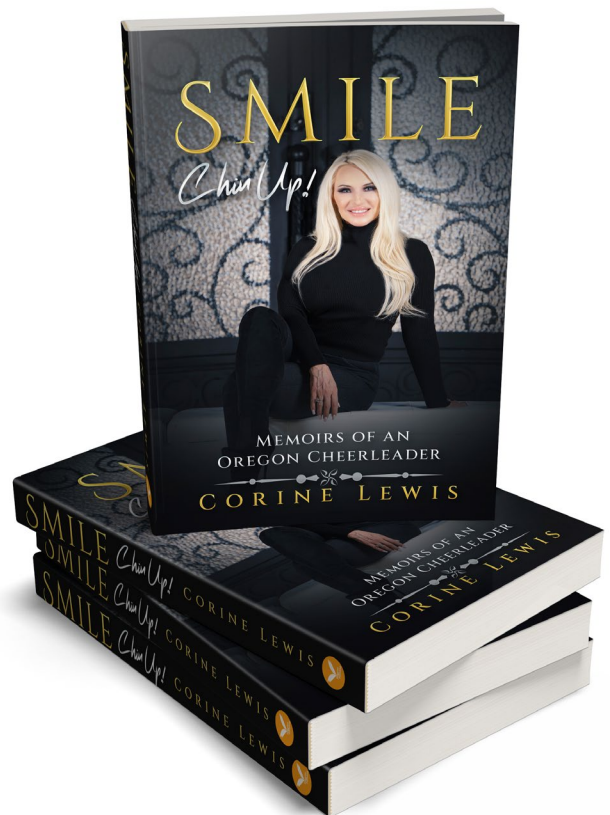
This is NOT for everyone. Hundreds will apply, but we are only taking one (1) company per industry.

If you would like to position yourself and your organization in front of anyone looking for solutions to fight against domestic violence and sexual assault, join together with Corine Lewis to help women around the world.

With survivors of domestic violence and sexual assault, as well as allies in the fight against abuse.

"The best defense against abuse is to love yourself, to feel good about yourself, and to invest in yourself."

—CORINE LEWIS



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CORINE LEWIS

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THE AUTHOR

Corine Lewis is a prominent advocate combating sexual abuse and violence against women, drawing from her own decade-long battle. Her memoir “**SMILE, Chin Up!**” poignantly captures the struggles of navigating rape and domestic violence while in the public eye. Through resilience and unwavering faith, Corine emerged as a powerful voice, inspiring women worldwide.

A former elite cheerleader, Corine achieved excellence at state, national, and international levels, coaching and choreographing championship teams, including the 2005 USA National Cheerleading Stunt Championship team. Her career boasts performing during the 1992 NBA Championship Series and coaching at the University of Oregon for fifteen years.

In 1996, Corine clinched the title of Mrs. Oregon International and later starred in reality series and hosted radio shows. Her fame soared during the 2015 National Championship game, sparking a viral sensation. In her book, “**SMILE, Chin Up!**” Corine shares her gripping journey and offers invaluable insights into recognizing warning signs and empowerment principles.

Beyond her athletic and media achievements, Corine is an avid traveler, fitness enthusiast, and devoted mother of two. For over a decade, she has provided informal counseling to victims of sexual assault and domestic violence. She aims to launch a podcast as a beacon of hope and empowerment, amplifying voices globally. Corine Lewis stands as a testament to resilience, courage, and the power of using one’s voice to effect change.



advertising kit

CORINE LEWIS

BOOK INFO

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