



### **ABOUT CAROLYN RUBENSTEIN**

Carolyn Rubenstein has spent most of her life working with children with cancer, in one form or another. She first met “kids with cancer” when she was six years old, and visited Camp Sunshine in Maine. Even at that young age, meeting these children affected her deeply—they were her peers, but considered “different”. But really, Carolyn realized, they weren’t different at all. She made dear friends at that camp, and it started her on a path.

That path has taken many turns. At 14, although still just a kid herself, Carolyn started “Carolyn’s Compassionate Children” (CCC) a non-profit organization that began as a pen-pal program for kids with cancer. As the years passed, Carolyn “grew up” with many of her friends with cancer, and saw the financial difficulties they were facing when it came to paying for college. Often, these young people had so much medical debt that paying for school seemed out of the question. To address this need, CCC changed focus from just a pen-pal organization to one that provides scholarships and support to childhood cancer survivors. In addition to providing its own scholarships, today CCC features on its website the “CCCpedia,” a database accessing information about more than 3,000 college scholarships for young adult cancer survivors.

A native of Boca Raton, Florida, in 2007 Carolyn graduated Phi Beta Kappa and summa cum laude from Duke University with a BA in psychology. She began her PhD program in clinical psychology at Harvard University in the fall of 2008. Now age 24, in her free time she practices yoga, writes letters, and spends as much time as she can with her family, her friends, and her dog Lila Rose.

**To schedule an interview with Carolyn Rubenstein, contact Angela Hayes, Goldberg McDuffie Communications, 212-446-5104, [ahayes@goldbergmcduffie.com](mailto:ahayes@goldbergmcduffie.com)**

Dear Journalist:

When she was fourteen years old, Carolyn Rubenstein spent a summer volunteering at Camp Sunshine, a camp that provides fun for children with serious cancers. She was profoundly affected by the children she met there, and that fall started a non-profit organization called Carolyn's Compassionate Children (CCC) that connected children with cancer to "regular" kids as pen pals. As Carolyn grew up—and her friends with cancer did too—CCC's mission evolved as well. Today the organization awards scholarships to children with cancer to help them pay for college.

Now 24 years old, Rubenstein has written **PERSEVERANCE: How Young People Turn Fear Into Hope—and How They Can Teach Us To Do the Same (Forge Books; September 2009; Hardcover)**. In the book she tells the story of twenty college students who have survived childhood cancer, and the myriad challenges that come with it. In each case, these young men and women came through their illness and treatment wiser about the world, and with the hope and temerity to still want to do good. The lessons that their stories contain—about accentuating the positive in life, educating yourself about obstacles you come across, and "paying it forward," just to name a few—are incredibly inspirational, no matter your experience with cancer.

Among the individuals highlighted in **PERSEVERANCE**:

- Zac York, who, after seventeen surgeries for brain cancer, used modified crutches to climb Mount Whitney, the highest mountain in the contiguous United States
- Henry Choi, who had to visit three hospitals in his native Korea before being properly diagnosed with Hodgkin's lymphoma
- Katie Zawadzki, most of whose friends drifted away from her when she underwent treatment for ovarian cancer at age nineteen
- Dana Smith, whose participation in the basketball program Hoop Dreams eradicated the depression caused by her brain cancer diagnosis and treatment

"These personal narratives reveal a new generation, a generation that didn't exist fifty years ago," Carolyn writes. "In those days, childhood cancer was almost always a death sentence. It still can be, though survival rates are improving. Four out of five kids who are diagnosed with cancer achieve that important five-year survival milestone. These survivors are exceptional people, all of them determined to share what they've learned and make the world a better place."

Over the past five years, Carolyn's charity has awarded 80 college scholarships to childhood cancer survivors. As an undergraduate at Duke University, she majored in psychology and conducted research that examined the quality of life for adolescent survivors of childhood cancer. A Phi Beta Kappa and summa cum laude graduate, Carolyn began a doctoral program in clinical psychology at Harvard University in the fall of 2008.

**PERSEVERANCE** is a powerful testimony to the human spirit, and I urge you to schedule coverage for September. Carolyn Rubenstein is available for select media interviews. I will call soon to follow up with you.

Best, 

Angela Hayes  
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## Advanced Praise for Carolyn Rubenstein's *Perseverance*

"Incredibly life affirming and inspirational. I loved it!"

--Peter Walsh, *New York Times* bestselling author of *It's All Too Much!* and *Enough Already*

"*Perseverance* will move you to tears, teach you to appreciate, and inspire you to persevere."

--Tal Ben-Shahar, *New York Times* bestselling author of *Happier* and *The Pursuit of Perfect*

"With tremendous respect and grace, Carolyn Rubenstein tells the stories of twenty survivors of childhood cancer -- in their own words. Through these real-life tales of survival, *Perseverance* offers not only great hope to those battling illness or caring for a loved one but also profound insight for all of us seeking to lead a meaningful life."

--Daniel H. Pink, *New York Times* bestselling author of *A Whole New Mind*

"*Perseverance* puts a very human face on courage and strength. Carolyn and the young people she has worked with are an inspiration to us all."

--Gay Hendricks, *New York Times* bestselling author of *The Big Leap* and *Conscious Living*

"In *Perseverance*, Carolyn Rubenstein has passionately gathered together the stories of childhood cancer survivors, and I am humbled by their courage. These kids have managed to keep their ultimate goals in mind, to find the beauty in every waking hour, and to live to the fullest in the face of a terrifying disease. That so many have gone on to thrive in young adulthood is a testament to their strength of spirit and their indomitable nature. Everyone can learn from these stories and the lessons Carolyn has shared with us. Read this book and be inspired!!"

--Jon Gordon, international bestselling author of *The Energy Bus* and *Training Camp*

"Carolyn Rubenstein - you inspire me. Your life-story makes me think deeply about what is truly real and important. Your personal courage is like a blessing that encourages me to live my life even more fully, immediately, joyfully, now. I am deeply grateful to you. I wish you joy."

--Robert Holden, bestselling author of *Shift Happens!* and *Be Happy*

"A beautiful and inspiring book. Each page is a gentle reminder that life is a gift and every moment should be celebrated and embraced with passion and gratitude. The lessons shared within these pages are not only for those of us who are fighting cancer but for all of us who struggle to live a life with purpose, joy and meaning."

-- Sandra Magsamen, artist and author of *Living Artfully*

"*Perseverance* beautifully organizes reminder after reminder that every moment is precious. As a long-time cancer thriver, I would not trade for the resources I was able to tap into by looking at the fragility of my own life. *Perseverance* serves as a tender wake-up reminder that the present is the future we worried about in the past."

--Marion Luna Brem, international speaker and business guru, author of *The 7 Greatest Truths about Successful Women*

"*Perseverance* demonstrates the practical application of *hope* in everyday life. Its true stories of cancer-conquerors will shed new light on what it means to overcome adversity."

--Kevin Milne, author of *The Paper Bag Christmas* and *The Nine Lessons*