



## FOR IMMEDIATE RELEASE

## COLOR PALETTE BOOKMARKS FREE WITH PURCHASE OF NEW MEMOIR

MONTREAL – Sept. 13, 2011 Author, blogger and international color marketer Cat Larose has crafted six custom color palettes designed to capture attitudes pivotal to “living life in color” – a new life approach Cat explores in her memoir *Any Color but Beige: Living Life in Color*. The book chronicles her journey from her colorful childhood to the predictability and security of a beige suburban marriage to the major life changes that she initiates in her quest to live life in color.

The palettes:

- **Girls’ Night Out:** Fresh, fun colors that flaunt a bold, feminine attitude, including Pretty and Pink, Cosmo, Shocking!, White Nights, A Dash of Lime and Oh Baby!
- **Quiet Moments:** Introspective, soothing colors that promote relaxation, including Boudoir, Shift into Neutral, Happy Medium, Breathe, Meditation Mauve, Arabica and Grace & Gratitude.
- **Adventure Road:** Warm earth tones and bold accents that blaze a colorful trail, including Pack Your Bags, The Great Escape, Go West!, Desert Rose, The Sky’s the Limit, Inner Journeys and Fearless.
- **Brand New Me:** Bold, rich colors that channel confidence and liveliness, including Ah Ha!, Take a Chance, Marvelous Darling, Insightful, Try It You’ll Like It, Me Time and Who Knew?
- **Next:** Playful, futuristic colors that focus on a vivid future with or without him, including The Big “O”range, Replaceable Hue, A Brand New Grey, Back to Happy, How Do You Like Them Apples?, P.S. I Love Blue and Red My Lips.
- **Ah Spa:** Soft to strong tones with energizing accents, including Zenergy, Sensational, Positively Pampered, Letting Go, Harmony, Renew and Bliss.

“You don’t have to follow the latest color trends,” Cat explains. “You can artfully use color to evoke the emotions or attitudes you are seeking in life. Consider the palettes your own personal cheat sheets for coloring your life with confidence.”

**Catherine “Cat” Larose** is an international color-marketing expert who travels the world selling color. A graduate of Ohio University’s Scripps School of Journalism, Larose previously worked in advertising, public relations and journalism. She is the voice behind the successful Café Girl Chronicles blog (<http://cafegirlchronicles.wordpress.com/>) and currently writing her second book.

*Any Color but Beige: Living Life in Color* is available in paperback (ISBN 978-1-77067-489-9), hardcover (ISBN 978-1-77067-488-2) and e-book (ISBN 978-1-77067-490-5) through Amazon ([www.amazon.com](http://www.amazon.com)), FriesenPress (<http://www.friesenpress.com/bookstore/title/119734000002596660/>), and most local bookstores. Readers who purchase the book can visit Cat’s blog - Café Girl Chronicles – at <http://cafegirlchronicles.wordpress.com/> to receive a free set of color palette bookmarks. For a story preview, view the book trailer at <http://www.youtube.com/watch?v=y9vh0IkE3YU>.

To schedule an interview with Cat, contact  
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