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MEMOIR REVEALS NEW APPROACH TO HAPPINESS ... JUST ADD COLOR

After years of living a beige existence, international color marketing expert Cat Larose finally added a little color to her own life. All it took was a Paris sunset and a little red suitcase.

MONTREAL – Sept. 13, 2011. *Any Color but Beige: Living Life in Color* is a memoir from successful blogger Cat Larose. The memoir chronicles her journey from her colorful childhood, to the predictability and security of a beige suburban marriage and eventually to the major life changes she initiates in her quest to live life in color.

A successful career took Cat to some of the world's most beautiful cities. But she still felt something was missing – ironically, it was color. While in Paris watching a sunset, Cat - in a moment of clarity - caught a glimpse of her sepia-toned future. She realized given the current circumstances, she could not make her marriage successful or her life happy.

Undeterred by the daunting prospect of starting over in her mid-40s, Cat began transforming her life one color at a time. Cat explains, “Looking back on my life, I no longer see a desert; I see a rainforest. My life is lush and vibrant, full of new experiences from the simple to the sublime.”

Any Color but Beige: Living Life in Color is a bright, funny, genuine account of one woman's search for love and happiness in the deep end of the dating pool. No self-help book could prepare Cat for her often funny, occasionally puzzling, sometimes sad, but always colorful dating adventures with an international cast of frogs, princes and players. Cat makes the classic female mistake of thinking that love is a life preserver. Until one day she learns to swim.

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), 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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