



National Council of Negro Women Promotes "Wellthier" Lifestyle in New Book, Tomorrow Begins Today: African American Women as We Age

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WASHINGTON - (BUSINESS WIRE) - April 20, 2006 -

Pioneering Book Takes a Revealing Look at Finance, Health, and Life Satisfaction, and Provides Tools to Empower Women

The National Council of Negro Women (NCNW) announces the release of its new book, *Tomorrow Begins Today: African American Women as We Age* -- a revealing look into the lives of African American women. The book explores the important issues that women face as they age. Focusing on finance, health and life satisfaction, and including data gathered from research conducted by NCNW, *Tomorrow Begins Today* promotes vital, vibrant options that show how to make the most of life's stages and, through self-empowerment, create a successful, fulfilling future.

In conjunction with the book release, NCNW will sponsor a contest that encourages book clubs to read the book and have a chance to win an all-expenses paid weekend get-away where they can participate in three days of motivational, financial, healthy-living and life satisfaction workshops along with relaxation and social activities. For more information on the contest, visit: www.newswire1.net/NW2006/A_FHI_DC/fhidc_book/assets/downloads/contest.pdf. (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

In *Tomorrow Begins Today*, three journalists join forces and present pragmatic prescriptions for healthy living -- information and steps that African American women can take to become "wellthier." Sheryl Hilliard Tucker, Time Inc. editor-at-large and former executive editor at MONEY magazine, explores strategies that guide readers from financial survival to financial security and offers tips on how to earn, plan, protect, save, invest and spend money. Award-winning health editor Kendra Lee focuses on wellness as a core life value, offering thoughts about what African American women can do to eliminate threats to their physical well-being and lead healthier lives. And life coach and author Valorie Burton presents six self-discoveries that promote life satisfaction and the importance of honoring "self."

"As a leading national organization committed to lead, develop and advocate for women of African descent, NCNW is more than pleased to launch this publication," said Dr. Dorothy Height, chair and president emerita of the organization. "*Tomorrow Begins Today* is an amazing compass that will help women chart a new course for tomorrow -- beginning today."

Tomorrow Begins Today also features special contributions from experts including Mellody Hobson, president of Ariel Capital Management; Dr. Vivian Pinn, director of the Office of Research on Women's Health, National Institutes of Health; and Iyanla Vanzant, bestselling author, spiritual life counselor and CEO of Inner Visions Worldwide, Inc.

"African American women are no longer powerless. We are no longer limited by how the world defines us -- we now have the opportunity to define ourselves," said Cheryl Cooper, executive director of NCNW. "The powerful themes of self-reflection, self-reliance and self-responsibility in *Tomorrow Begins Today* are messages of hope for African American women everywhere."

For more information on the book, visit: www.newswire1.net/NW2006/A_FHI_DC/fhidc_book/ and www.ncnw.org or call 202-383-9109.

ABOUT NCNW

NCNW is a council of national African American women's organizations and community-based sections. Founded in 1935, its mission is to lead, develop, and advocate for women of African descent as they support their families and communities. NCNW fulfills this purpose through research, advocacy, and national and community-based services and programs on issues of health, education, and economic empowerment in the United States and Africa. With its 39 national affiliates and more than 200 sections, NCNW is a 501(c)3 organization with an outreach to nearly four million women.

For The National Council of Negro Women Sonia Osinloye, 202-828-8813 osinloys@fleishman.com

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