

FOR IMMEDIATE RELEASE

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

Pioneering book takes a revealing look at finance, health, and life satisfaction, and provides tools to empower women

(Washington, D.C.) — 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* shows how to make the most of life's stages through self-empowerment and create a successful and fulfilling future.

In addition to 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 getaway where they can participate in three days of motivational, financial, healthy-living and life satisfaction workshops along with relaxation and social activities. Learn more about the contest today!

In *Tomorrow Begins Today*, three journalists present 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. Plus she offers tips on how to earn, plan, protect, save, invest, and spend money.

Award-winning health editor Kendra Lee offers thoughts about what African American women can do to remove 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."

Tomorrow Begins Today also features special contributions from experts including Melody 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, best-selling 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.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.

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