

MEET DAVID RICHMAN

Inspiring Deeper Human Connection Through Life-Changing Stories

An entrepreneur, author, public speaker, athlete, and philanthropist, David Richman uses the lessons learned in his life to enrich and inspire others. As a former sedentary, over-weight, smoker, David knew that he needed to focus not on what others wanted out of him, but on what he wanted out of life.

With his first book, *Winning in the Middle of the Pack*, David discussed how to get more out of ourselves than ever imagined. Now, David shares the interconnected stories of others overcoming obstacles—specifically cancer—in his second book *Cycle of Lives*.

Visit david-richman.com to learn more about David's story and mission.



CONNECT WITH
DAVID:



Visit david-richman.com

Raising funds and awareness for cancer research and care while sharing stories of emotion and inspiration.

WHAT CYCLE OF LIVES PRESENTS:

- **15 REAL STORIES OF TRIALS AND TRIUMPH WITH VICTORY AND DEFEAT:** Many books only share one perspective; however, David's book provides cancer stories told from 15 different perspectives, allowing readers to examine a wide range of experiences, events, emotions, backgrounds, and viewpoints. This array of human experiences will help readers to grow in empathy and better understand how issues like suicide, abandonment, loss, survivor guilt, abuse, fertility, and more, affect the way people deal with the traumas that shape their lives, cancer, or otherwise.
- **LIFE WISDOM WITHIN EACH PAGE:** Readers of *Cycle of Lives* will be better equipped to deal with trauma, be there for the people around them, and feel more supported in starting hard conversations.
- **A MENTAL AND EMOTIONAL JOURNEY FROM YOUR HOME:** *Cycle of Lives* also appeals to readers who enjoy moving narratives of ordinary people persevering through extreme endurance events –like 5,000-mile bike rides– that inspire them to tackle their own lofty dreams.

OVER THE LAST 15 YEARS,
David has completed:

- Over 50 triathlons, including 15 Ironman-distance triathlons
- More than 50 runs longer than marathon distance
- Several 24-hour runs
- An 85-mile run in Mexico during the summer
- Four consecutive marathons (104 miles) from Santa Barbara to Manhattan Beach
- A solo, 5,000 mile bike ride from California to Florida to New York

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Cycle of Lives was created as the result of many years of dedication to raising awareness and funds for cancer research and care. David first started to form the idea in 2007, after his sister was in the last few weeks of her battle with brain cancer.

Very few stories deal with the emotions of cancer, whether that be of the patient, a loved one, survivor, or caregiver.

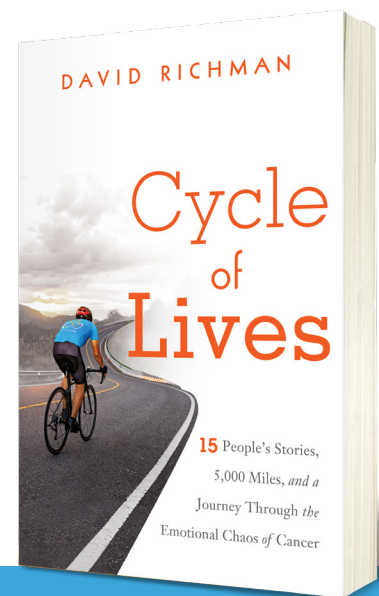
David made a commitment to his sister before her passing—he would run 24 hours and raise money to support the fight of others. Over the last 15 years, David completed several more events: 24-hour runs, an 87-mile run from Cancun to Tulum in the heat of a Mexican summer, a 104-mile run along the Pacific Coast Highway, long bike rides, and various other endurance events.

Hundreds of people have supported and joined David in these events, and together, they have raised tens of thousands of dollars along the way for exceptional organizations like the American Cancer Society and Moffitt Cancer Center. In the spirit of continual support, David is donating the profits from book sales to the various cancer-related charities featured in *Cycle of Lives*.

The profits of the book will go toward cancer-related charities featured in *Cycle of Lives*.

Available everywhere books are sold

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THE STORY BEHIND THE BOOK:

The impetus for this book came after David's sister died from battling cancer. He organized cancer event fundraisers and became keenly aware that people were open to sharing the tasks of cancer but very few discussions dealt with the emotions of cancer, whether that be of the patient, a loved one, survivor, or caregiver. David then embarked on a journey to find 15 compelling human stories to explore the traumas and events in their lives that shaped the way they dealt with the emotions of cancer. After interviewing these people for more than two years, David wrote *Cycle of Lives* to share their stories with the hope of helping start conversations about the emotional aspects of trauma, cancer, and otherwise.

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REMARKABLE HIGHLIGHTS FROM *CYCLE OF LIVES*:

AFTER FINALLY FINDING and then marrying his true love, who happened to come along at a particularly low point in Bobby's life, Bobby and Brandi were faced with the reality of Brandi's diagnosis and battle with cancer. After Brandi's death, Bobby reunited with a high-school girlfriend and had to learn how to love and be loved again.

—BOBBY, *A New Pair of Glasses*

PATRICIA HAS BEEN diagnosed with various carcinomas and lymphomas—five separate bouts with cancer spanning more than three decades. Additionally, she helped care for her father who died of prostate cancer while she was undergoing treatment for her own cancer. But Patricia's story is about surviving an extremely brutal and abusive relationship and using that strength to not only beat her cancers, but also learning how to allow a loving and caring partner into her life, one who remained by her side throughout her cancer journey.

—PATRICIA, *I Don't Get Colds, I Get Cancer*

HOW COULD SOMEONE smile with relief when they're told they have a very serious form of brain cancer? Neil and Kimberly were married for nearly 30 years. They had six children together and a successful, vibrant, meaningful existence. But they were not without tragedy: they lost one child when she was just 18-months old. Kimberly was diagnosed with terminal brain cancer at age 54, but her immediate reaction was not anger, sadness, fear, or anything negative. This is a story about true love, commitment to family, overcoming tragedy, and much, much more.

—NEIL, *Kimberly's Smile*

DIEP'S UNLIKELY JOURNEY of her family's last-minute escape from the war-ravaged Saigon on the eve of its fall, to attending medical school in the States, to raising her family in a safe, upper-middle-class neighborhood in Southern California was as harrowing and traumatic as it was uplifting and fulfilling. But, ever since she's had nonmalignant atypical meningioma tumors removed from her brain, she's been forced to give up her career in obstetrics and gynecology, experienced debilitating migraine headaches and other physical maladies that could have been caused by the tumors, and lives most days fearing if she's going to get and maybe even die from cancer.

—DIEP, *Being Dr. Nguyen*

Visit cycleoflives.org to learn more about
Cycle of Lives.

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In *Cycle of Lives* David Richman takes the reader on an unexplored journey uncovering the emotions behind cancer—exploring issues far exceeding everyday survival. He does this by presenting 15 remarkable stories, from people whose encounters with cancer come from varying perspectives, and whose journeys span the full range of human emotions. The stories are engaging, evocative and provide insight into the human experience in dealing with trauma. In addition to these 15 stories, he presents the narrative of biking across the country—5,000-miles in six weeks—to meet the book participants, while sorting out his own emotions over having lost his sister to cancer years before.

QUESTIONS YOU CAN ASK DAVID:

- Why did you decide to present 15 different stories?
- All of the stories are unique, but did you discover any facets that were consistent amongst the participants?
- What were some of the things you learned biking 5,000-miles from California to Florida and then up to New York?
- What do you hope the reader takes away from reading your book?
- Are you still in contact with the book participants?
- Are all of the stories heavy, or are their uplifting, positive tones to any of them?
- Why does endurance athletics—your bike ride across the country—play such a big role in this book?
- What are the most important two or three things you learned during the entirety of this project?
- How did you get people to open up to you on such a personal and deep level?
- How do you think the participants' lives were affected by your deep interactions with them?



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