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Local Author and Childhood Cancer Survivor Alesia Shute to Sign Copies of Her New Memoir at the Seminole (Fla.) Hard Rock Hotel & Casino's *Pinktober*[™] Breast Cancer Survivors' Party Tonight

SWEETWATER, N.J. (Sept. 22, 2009) – Sharing her story of survival that details her battle and recovery from childhood cancer as well as her struggles through school, boys, marriage, pregnancy, and business, former Sweetwater casino owner Alesia Shute will sign approximately 150 copies of her new memoir, [*“Everything’s Okay”*](#) (Escalation Publishing, August 2009), at the Seminole (Fla.) Hard Rock Hotel & Casino’s Breast Cancer Survivors’ Party, the American Cancer Society Pink Pool Party, tonight at 6 p.m. The party is kicking off the hotel’s month-long initiative called the *Pinktober*[™] Campaign, to help find a cure for breast cancer.

“I am proud and honored to be a cancer survivor and look forward to meeting the many remarkable women who will be at this event tonight,” said Shute. “I am grateful for life’s struggles because it allows me to make conscious decisions about everything I do today. I’m sure many of the survivors at the party tonight feel the same way. Now we want to help however we can to find a cure for this horrible disease. Thanks go to the Hard Rock staff and Hard Rock International for continuing to fight to find a cure.”

Shute is donating 100 percent of the profits from “Everything’s Okay” to the Children’s Hospital of Philadelphia (CHOP), where she spent much of her childhood years.

During tonight’s event, proceeds from specially designated “pink-sheet” hotel room bookings and sales from *Pinktober* themed drinks will benefit the Susan G. Komen Foundation and Gilda’s Club. Hard Rock Café Hollywood limited edition *Pinktober* collectibles and apparel will benefit the Breast Cancer Research Foundation.

The 2009 *Pinktober* campaign marks the 10-year anniversary of Hard Rock International’s support of a search for a cure for breast cancer. The month-long *Pinktober* campaign is an initiative created to raise awareness and funds for breast cancer research, and features limited-edition products, as well as a series of live music and fundraising events at Hard Rock establishments around the world.

Born in Philadelphia, Shute, now 48, was diagnosed with cancer at age seven and treated by former Surgeon General of the United States and Surgeon-in-Chief at Children’s Hospital of Philadelphia Dr. C. Everett Koop. After surviving six major and several minor surgeries as a child, plus countless hours of pain and months in the hospital, Shute went on to marry her husband of 26 years, Cliff, and together they are active donors to The Children’s Hospital of Philadelphia. They continue to utilize their nightclubs to help raise money for their favorite cause, “Pediatric Aids Research.” They also have used their businesses to hold carnivals and auctions to help families with sick children to pay the bills. Shute was the president of the Timmy’s Regatta Foundation for 10 years, and she and Cliff still donate to Ronald McDonald House in Camden.

To learn more about the American Cancer Society, or to get help, call 1-800-227-2345 or visit www.cancer.org. For more information about the Seminole Hard Rock Hotel & Casino, call (954) 327-ROCK, 1 800-937-0010 or visit www.seminolehardrockhollywood.com.

For more details about Shute’s story and the book signing, or to request a copy of the book for review, visit www.everythingsokaybook.com or contact Shute’s Publisher Corey Blake, president of Writers of the Round Table Press and Escalation Publishing, at corey@writersoftheroundtable.com, 224.475.0392.

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