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## **Cancer Survivor Alicia Bertine Launches Kickstarter Campaign for Memoir!**

*Jacksonville model, speaker, cancer survivor and PurpleStride “Champion of Hope” launches an exciting new Kickstarter fundraising campaign to help fund her inspirational memoirs, while also supporting her continued advocacy for pancreatic cancer awareness*

Neptune Beach, FL – Inspirational speaker, model and TV personality **Alicia Bertine** has survived three brutal bouts of pancreatic cancer thanks to her faith, strength and optimism. To share her amazing story, the lessons of her four-plus year cancer battle, as well as her message of hope, empowerment, beauty and wellness, Alicia is writing a new memoir, and she has launched a Kickstarter campaign to fund it at <http://www.kickstarter.com/projects/32433901/kick-rocks-with-open-toed-shoes>.

Alicia never set out to be a role model – then, at the age of just 23, she received a shattering diagnosis of Stage 4 Pancreatic cancer and a terminal diagnosis. Over four years later, she found herself not only surviving the brutal realities of pancreatic cancer against all odds, but also thriving, speaking out, and inspiring others to “BE” their best and most beautiful selves. She is now a popular inspirational public speaker, runway model, and reality TV show participant, and her new book in progress (with the working title of “**Kick Rocks with Open-Toed Shoes!**”) will help to offer readers everywhere a glimpse into her incredible life experiences in fighting three bouts of pancreatic cancer, while building a business and becoming an inspirational speaker, a striking runway model, and media personality.

“My book isn’t just about finding out that I was near death and had only a 6 percent chance of surviving to age 28 – although it does tell that story! It’s also about hope, encouragement, family, faith, and empowerment,” comments **Alicia Bertine**, who is also the **Champion of Hope** for the Pancreatic Cancer Action Network’s PurpleStride event in Jacksonville, Florida on September 22, 2012. “It’s about beating the odds! I want to help individuals actualize their inner strength and outer beauty. I love to be inspired, and I also hope to inspire others, especially those and their loved ones facing cancer every day.”

### **Kickstarter Campaign Details:**

Alicia’s Kickstarter campaign will mark the first step in a series of campaigns to help her create works that exemplify her point of view to “BE” – to be inspired, green, creative, healthy, beautiful and strong.

The goal for the Kickstarter campaign to fund Alicia’s cancer memoir is of **\$7,500**, and will run through **October, 2012**. For those who contribute to her Kickstarter campaign, depending on the level of donation, funders will receive everything from bookmarks, T-shirts, stickers, and autographed modeling photos, to (at high-dollar levels) autographed copies of the completed book, special advance audiobook versions, and even a personal photo shoot with Alicia! The top funders will also get special perks like website and in-book acknowledgements, and the leader may even get to help Alicia choose the title.

Alicia and her friends and family are rallying to help make the Kickstarter campaign a successful one, and Alicia will be making appearances around Jacksonville and the beaches area to call on locals to take part so that the funding goal is reached and her memoir can begin its journey to readers everywhere.

### **Alicia on “Lovetown, USA”**

In the Spring of 2012, Bertine’s unquenchable spirit and drive achieved the notice of the **Oprah Winfrey Network**, and she can now be seen on the reality show “Lovetown, USA” (Monday nights, 10/9c on OWN) and she also acts as one of the show’s official bloggers as well.

### **Alicia as PurpleStride’s “Champion of Hope” 2012**

Alicia Bertine was most recently named the “Champion of Hope” for Jacksonville's upcoming **PurpleStride** event from the Pancreatic Cancer Action Network, which will take place on **Saturday, September 22, 2012**. Alicia will be speaking at the event, and her team will also be taking part in the PurpleStride run events to raise money for pancreatic cancer awareness. For more information on the event, please visit <http://www.kintera.org/faf/help/helpeventinfo.asp?ievent=1024013> .

### **About Alicia Bertine:**

As a model, speaker and actress who has inspired countless others with her message of positivity, beauty, and faith, Alicia Bertine is now battling her third bout with pancreatic cancer since 2008. However, she hasn’t let the disease affect her joy or passion, and she has continued to pursue her dreams in spite of cancer’s shadow, launching a brand, working on a memoir, and walking the runway as a model for several major events since 2010 (and for such famous international brand names as **Betsey Johnson**) while also encouraging others to live their dreams now.

Alicia's fight against cancer has touched thousands who have found themselves inspired by her "don't give up" attitude. She has made several high-profile appearances for charities and organizations in the Northeastern Florida area, including **JobCorp, The Pancreatic Cancer Action Network, the American Cancer Society, the Orange Park Rotary Club, the Sh'Shares & Mentors organization**, and more. Her modeling appearances include **The Bridal Fantasy Runway Event, Sawgrass Marriott** (August 2012), **Jax Fashion Week, The Jax Chamber of Commerce Indo-US Fashion Show, The Glambitious Fashion Show, The Charity Fashion Show for Charity (for the American Cancer Society), FXSS at Tapestry Park, The Morning Show**, among others.

### **Contact Info:**

For more information on Alicia Bertine’s cancer fight, her memoir in progress, or her new Kickstarter campaign, please visit her website at [www.AliciaBertine.com](http://www.AliciaBertine.com), follow her on Twitter at [@AliciaBertine](https://twitter.com/AliciaBertine), check out her Official YouTube Channel at [www.YouTube.com/AliciaBertine](http://www.YouTube.com/AliciaBertine), or like her Official Facebook Page, at [www.Facebook.com/OfficialAliciaBertine](http://www.Facebook.com/OfficialAliciaBertine).

Meanwhile, for more information on Alicia Bertine or her Kickstarter campaign, TV appearances, or for more information on her status as PurpleStride's Champion of Hope, please contact publicist **Angela Mitchell** at (904) 982-8043 or [paramitch@aol.com](mailto:paramitch@aol.com).

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## Alicia Bertine Images

*Please use the image below when discussing Alicia Bertine, with our thanks!*



*Entrepreneur, speaker and model **Alicia Bertine** is PurpleStride's Champion of Hope for its upcoming Jacksonville, Florida event, and she has launched an exciting new Kickstarter campaign in order to fund her memoirs and to share her message of positivity and wellness at the national level, at <http://www.kickstarter.com/projects/32433901/kick-rocks-with-open-toed-shoes>.*