

Biography



## RUN TO WIN

*The Trials and Triumphs of Missy Koch Billingsley*  
By Todd Billingsley

### PUBLISHER

Bottega Productions, LLC

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## Run to Win

*What happens when your life passions appear to be hopelessly dashed?*

What happens when your life passions appear to be hopelessly dashed? According to former all-star athlete, now cancer survivor and amputee, Missy Koch Billingsley, "just take the next step – whatever it may be – and refuse to waste energy on the negative things you can't control." Her husband and author Todd Billingsley captures her fascinating and inspiring story in the newly released book and DVD, *Run to Win*.

*Run to Win* chronicles Missy's journey from being an all-star athlete in high school when she was diagnosed with a rare form of cancer that resulted in her leg being amputated to being a loving wife and mother. Along the way she encounters problems and setbacks in raising a family but ends up on a thrilling and heart-warming voyage to Ukraine to adopt three children.

Interspersed throughout the book are video segments, included on a DVD, shot by *Sports Illustrated* photographer Bill Frakes.

### Selling Points

- The book includes a DVD of video segments shot by *Sports Illustrated* photographer Bill Frakes
- Author Todd Billingsley, a composer by profession, scored the soundtrack which was recorded by the Czech National Symphony Orchestra in Prague.
- *Run to Win* has multiple target audiences: women, athletes, cancer survivors, amputees, adoptive parents, and Christians.
- Endorsements written by Bob Griese, Howard Schnellenberger, and Dr. Walter Barbe, former editor in chief of *Highlights for Children* magazine.
- Missy Billingsley's story has been featured:
  - In the *Miami Herald* on Christmas Day 1983
  - On WTVJ-NBC6 Miami's *Kelly's Heroes* segment in September 1990
  - In best selling author Max Lucado's book, *Next Door Savior*, in 2005
  - On *Sports Illustrated's* website in the video, *The Long Road*, in 2010

### Marketing & Publicity

- National book and concert tour with Todd and Missy Billingsley in aircraft hangar venues to highlight the couple's involvement with Angel Flight.
- Book tour will include appearances at national and independent bookstores (Barnes & Noble, Books-a-Million, LifeWay, Family Christian Store)
- Radio promotion with the single release of the song *Run to You* from the *Run to Win* soundtrack
- Excerpts sent to over 5,000 prosthetists, Hope Lodges, and cancer treatment centers
- Promote on cancer-, amputee-, and adoption-related blogs
- Through the Billingsleys' Ground Crew program, customers may purchase multiple copies of the book to be donated to cancer patients

### About the Author

**Todd Billingsley** is a frequent contributor for national music magazines and has enjoyed blogging about his family's adventures of living in Italy. *Run to Win* is his first book.

With his profession being an award-winning composer of music for film, television, production music libraries and recording artists, Billingsley also composed the soundtrack for the *Run to Win* DVD.

Todd Billingsley and his wife, Missy, are active in volunteering and supporting Angel Flight, a non-profit organization that provides free air transportation to patients facing medical and financial crises to and from their treatments.

He lives with his wife and three children in the Pocono Mountains of northeastern Pennsylvania.