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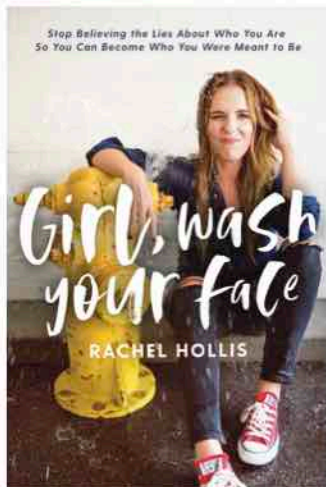


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Lifestyle Guru and Chic Media CEO Rachel Hollis
Refuses to be Torn Down by the Lies Women Always Tell Themselves

GIRL, WASH YOUR FACE

**STOP BELIEVING THE LIES ABOUT WHO YOU ARE
SO YOU CAN BECOME WHO YOU WERE MEANT TO BE**



Nashville, TN (February 6, 2018) – Life is not perfect. It's dirty, ugly, and there's a constant struggle to live up to society's unrealistic expectations, especially for women. But Rachel Hollis – founder of TheChicSite.com and CEO of Chic Media, regular contributor to *HuffPost* and *PopSugar*, and a frequent expert on “The Rachael Ray Show,” “The Talk,” “Extra,” and more – believes that no one needs to live in a state of constant conflict, regret, and crippling unhappiness. Everyone can and should have a joy-filled, exuberant life, but it's up to them to make it happen.

In her highly anticipated new book, ***Girl, Wash Your Face: Stop Believing the Lies About Who You Are So You Can Become***

Who You Were Meant to Be (February 6, 2018; ISBN 9781400201655; \$22.99), Hollis invites readers into her world of controlled chaos, revealing 30-some years of life's battle wounds—including postpartum depression, a difficult childhood, discovering her brother after he committed suicide, being a self-confessed workaholic, and suffering from stress-induced Bell's Palsy, just to name a few. But, she also encourages women to embrace the day-to-day craziness. With sometimes brutal honesty, she challenges women to want more, work harder, be transparent about the good times and the bad, and know that they are ultimately responsible for who they become and their own happiness.

“So many women don't feel in control of their own lives,” says Hollis. “They're waiting for someone or something to point them where they should go. Or worse, they feel totally overwhelmed by a million possible suggestions for how they should be, so everything they try feels wrong. I want to have a frank conversation about all the crazy, scary, mundane, or taboo situations I've had to walk through because it gives other women permission to do the same. I want them to know that change is possible and it's a valuable pursuit in your life.”

As a wife, working mother, entrepreneur, writer, and former foster parent who has dealt with myriad insecurities about her body and relationships, Hollis brings humor, honesty and a no-nonsense approach to addressing the many hurtful lies women tell themselves including:

- I'll start tomorrow
- I'm bad at sex
- I'll never amount to anything
- I am defined by my weight
- I am unlovable
- I'm not a good mom
- I need a drink
- I deserve to be treated badly
- I should be further along by now

By sharing raw, authentic truths from her own life, she aims to have a real conversation about her experiences—the good, and the bad—and ultimately give other women permission to do the same. With chapter ending sections titled *Things that helped me . . .*, Hollis walks alongside women and provides tangible tips and tricks to overcome the lies that permeate their thinking.

“I’ve tried to be totally transparent about my life,” says Hollis. “I don’t sugar coat anything and I’ve risked angering or hurting people by being this honest because I believe in the transformative power of speaking your truth. But my ultimate hope with *Girl, Wash Your Face* is that women realize THEY are in control of what happens to their life. If you want to make change, YOU have to do it. Nobody else can; it’s on you.”

When not creating original digital content for a variety of corporate clients – including JCPenney, Keurig, Covergirl, Sprint, and others – with her team at Chic Media or sharing daily adventures and lifestyle tips on TheChicSite.com, Hollis can be found spending time with her family and friends, traveling, or enjoying a La Croix with a good book in her hand. For more information about *Girl Wash Your Face*, please visit www.GirlWashYourFace.com.

ABOUT RACHEL HOLLIS

"Helping you live a better life in simple, achievable steps"



Rachel Hollis is a bestselling author, TV personality, in-demand speaker, and founder and CEO of Chic Media, the foremost authority on premium digital content for women. Named one of Inc. Magazine's "Top 30 Entrepreneurs Under 30," Rachel uses her infectious energy to empower women to take control of their lives and pursue their passions without fear. Motivational, inspirational, and always approachable, Rachel's tell-it-like-it-is attitude is a refreshing approach that allows her to authentically connect with millions of women around the world. Rachel has worked with top brands including Walmart, Disney Junior, JCPenney, Rubbermaid, Sprint, and Keurig to create innovative and compelling content for Chic Media's award-winning women's lifestyle blog. Rachel resides in Los Angeles with her husband and four children.

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