



We are a proud partner with the with The Winter Park Health Foundation (WPHF) Center

<https://yourhealthandwellbeing.org>. The Winter Park Health Foundation (WPHF) is a recognized leader developing and implementing innovative programs improving the quality of life and health of our community. Programs include but are not limited to, an online lecture series in partnership with Growing Bolder, called

<https://yourhealthandwellbeing.org/whole-person-health/the-wellbeing-network/> Growing Bolder is a radio

show, magazine and website with a national presence. To learn more about Growing Bolder, see <https://www.growingbolder.com/>

ABOUT WINTER PARK HEALTH FOUNDATION

In recent years, the Foundation was focused on completion of construction and opening of the [Center for Health & Wellbeing](#) – a state-of-the-art, 80,000 sq. ft. healthy living center combining services and programs for Wholeness, Fitness and Medicine with over 2800 members. For a virtual tour, look at <https://www.crosbywellnesscenter.org/tour> The Crosby Center opened in 1989 and has over 2800 members. There is wellness, meeting spaces, kitchen for cooking demonstrations with a state-of-the-art recording of cooking lectures.



The facility is perfect for celebrity chef author visits because the events will be hosted by Chef Collette Haw of Nourish Coffee Bar + Kitchen at the Center. Collette is a classically trained Culinary Institute of America graduate. With an exceptional talent for taking a healthy 'ho-hum' to a flavor-rich 'yum!' Chef Collette approaches the Nourish menu with a unique hybrid of her comfort-food-gone-healthy and 'food as medicine' philosophies. Prior to assuming her leadership role at Nourish, Chef Collette spent several years operating her own successful meal delivery service and has served as a

private chef to a celebrity family in Atlanta.

Over the course of her career, Chef Collette has worked with James Beard award winning chefs, and Andrew Zimmern, host of the Bizarre Foods travel and cuisine television show. She studied at the Institute for Integrative Nutrition and is a regular contributor to Growing Bolder Magazine. She has won numerous cooking competitions, including the one described here <https://hearts-hands-hope.org/2018/06/21/chef-collette-haw-of-collettes-clean-eats-wins/#:~:text=Thank%20you%20Chef%20Collette%20Haw,title%20of%202018%20Grill%20Master>. When she is not creating recipes for Nourish, or composing articles for Growing Bolder magazine, you can find Chef Collette at the Center for Health & Wellbeing. There she delights audiences with cooking demonstrations and classes delivered from the on-site Nutrition Theatre, outfitted with the latest cooking equipment.

VIRTUAL AUTHOR EVENT FORMAT AND MARKETING

The event will be held via ZOOM. We can host a ticketed events or free events. If we decide that the book is included in the event, customers will RSVP through Eventbrite to registers or buy the book and receive a code to be able to attend the online program. On the occasion where the book has already come out, we can make sure that Attendees will have the chance to read the book before the event so they will be able to ask questions about the book. There will be a prepared moderator.



The Wellness Center will be promoting the event through newsletters to its 2800 members, website, and social media channels. AdventHealth, the largest hospital in Central Florida, with ten (10) hospital campuses in Central Florida will be promoting the event through their wellness programs throughout all of its campuses and services such as physical therapy, behavioral health, nutritional counseling to name a few, in addition to promoting through their widely read events calendars.

We put a great deal of time and attention into the social media universe because we know that increasing our presence online is critical to expanding our exposure to customers and readers. With our active website, social media and marketing presence, along with an event staff that utilizes all social media outlets regularly to launch digital campaigns. We send out press releases to our well curated media list and follow-up with targeted outlets. Monthly, we send out digital newsletter to almost 3000 subscribers. We pre-sale and promote all our events on our website. We enable paid FB & Instagram ads and blogger outreach.

For a comprehensive look at our digital events analytics, See, https://www.writersblockbookstore.com/sites/writersblockbookstore.com/files/digitalevents2020_0.pdf