



BOOK SIGNINGS NET \$100 FOR CANCER FUND

(NOVEMBER, 2010) - Lakewood, Ohio author Diane Helbig, **Lemonade Stand Selling: Accelerate Your Small Business Growth** and founder of [Seize This Day Coaching](#), pledged 20% of proceeds from her book signing sales at fall events for the Linda Trivisonno Endowment Fund for University Hospitals Ireland Cancer Center in Cleveland, OH. Thanks to enthusiastic response, the book signing events raised \$100 for the fund.

“I’d like to thank the participants at the events this fall for joining me in supporting the wonderful care the University Hospital Ireland Cancer Center offers its patients and their families, stated Helbig. Helbig added that members of the community can join the fundraising efforts by making a direct contribution to this fund by contacting UH Ireland Cancer Center at 216-844-0422.

Helbig is continuing her fundraising efforts for the Ireland Cancer Center from her Facebook Fan Page at [Seize This Day Coaching](#) – on Lemonade Stand Selling tab. Diane Helbig is a cancer survivor and chose this fund to help raise awareness of the disease and offer an avenue for others to join in.

The Linda Trivisonno Endowment Fund at University Hospitals Ireland Cancer Center was established in November of 2009 by her family to represent a permanent legacy and tribute to the life and spirit of Linda Trivisonno, wife of area radio personality Mike Trivisonno and mother of their three children. For additional information, visit www.UHhospitals.org.

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ABOUT THE LINDA TRIVISONNO ENDOWMENT FUND

The Linda Trivisonno Endowment Fund at University Hospitals Ireland Cancer Center was established in November of 2009 by [WTAM](#) 1100AM radio personality Mike Trivisonno and his family. Named for Linda Trivisonno, who passed away from lung cancer on July 30, 2009, the fund represents a permanent legacy and fitting tribute to the life and spirit of Mike's loving wife and the mother of their three children, Michelle Farinacci, Michael Trivisonno Jr., and Anthony Trivisonno.

Through charitable contributions and proceeds from fundraising events across the community, the Linda Trivisonno Endowment Fund will allow UH Ireland Cancer Center to continue its mission of providing multidisciplinary, family-centered patient care programs and ground-breaking cancer research initiatives aimed at finding a cure. More information about this fund is available by contacting: Mark A. Coteleur, Development Director, UH Ireland Cancer Center, at 216.844.0422 or Mark.Coteleur@UHhospitals.org.

ABOUT THE AUTHOR

Diane Helbig, owner of [Seize This Day Coaching](#), is a Certified Business Coach, specializing in working with small business and entrepreneurs. She has published *Lemonade Stand Selling: Accelerate Your Small Business Growth*, along with several articles and blogs, and hosts a bi-monthly radio podcast discussing topics with featured expert guests. Diane is frequent speaker at small business and entrepreneur workshops and events throughout the country. For information, please visit www.seizethisdaycoaching.com.

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