

Charisma House Partners With Cancer Advocacy Organization

Charisma House, a division of Charisma Media, has formed a partnership with the Colon Cancer Alliance (CCA) tied to *A Thousand Sleepless Nights*, the recently released novel by best-selling author Michael King.

With a donation to the CCA, Charisma House is seeking to increase awareness and prevention of the second-leading cause of cancer death in men and women combined in the United States.

“As one of the many people who have felt the devastation caused by the loss of a family member to colon cancer, I am pleased to be a part of the effort by the Colon Cancer Alliance and author Michael King to ensure that colorectal cancer is prevented, treated or possibly cured” said Charisma House Executive Director of Marketing and Publicity Woodley Auguste.

King, who at 35 was diagnosed with colon cancer, will donate 20 percent of his book’s proceeds to the nonprofit organization. His victory over colon cancer was the inspiration for *A Thousand Sleepless Nights*. Released Oct. 16, the novel tells the story of a family in Virginia torn apart by neglect and hurt, but is brought together by cancer.

“This story may be fictional, but the experience is certainly not,” King said. “It’s shared by millions who have faced that monster called cancer, whether personally or vicariously through a loved one or friend.”

Founded in 1999, CCA is dedicated to increasing screening rates and survivorship.

“Partnerships such as these enable the CCA to provide hope and

support to patients and encourage individuals to get screened early for this unique cancer,” said CCA Fundraising Director Nicole Sheahan. “*A Thousand Sleepless Nights* brings an often underdiscussed cancer to the spotlight and raises critical awareness. This touching novel explores the impact that colon cancer has on the patient as well as family members.”