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For Immediate Release - UPDATE

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Light of Gold PR's CEO, Debra Dixon-Anderson Goes Public with Cancer Diagnosis while encouraging women to get their Mammograms

Branding Strategist and Business Owner Hopes to Help Others Dealing with Cancer Diagnosis while Opening Up a Conversation About Health, Crisis and Sensitivity Planning in the Business World and Work Place

January 19, 2018 (New York, NY) – **Light of Gold PR's CEO, Debra Dixon-Anderson**, recently went public with the news that she has been diagnosed with Breast Cancer. The “**Staying True to Brand You**”

creator's illness has been categorized as **Stage 2** and **Her2 Positive**. Thanks to regular mammograms and immediate action, the condition was detected early and she has an excellent prognosis for recovery.

*“I have already begun treatment at **Memorial Sloan Kettering Hospital**, which includes chemotherapy, immunity boosting, and targeted HER2 treatments. While the treatments have impacted my life, I have still been able to participate and be actively involved in all Light of Gold business endeavors. speaking engagements, and I have also created a Blog and Video Blog to chronicle my journey”, says Dixon-Anderson.*

Light of Gold PR has a well-established reputation for presenting world class networking events on marketing, branding, career and personal reinvention, and advice for small businesses on Branding, Reputation Management, Digital & Web Content Development, Marketing, and PR. This year, Dixon-Anderson re-launched the **Staying True to Brand You** program, which includes live events, online classes and webinars, speaking engagements, guest panel discussions, workshops that address the importance of having a cohesive brand for professionals, small businesses, and non-profits. Given her impressive reputation and list of accomplishments, there was some hesitation about making her diagnosis public.

Debra continues, “*Most of our business brand and social media channels have revolved around my business with our own spin of authenticity and transparency. At first, I was a little hesitant about sharing something so personal. But, then I realized that this experience creates an opportunity for me to help others. What I am going through has served as a living, breathing example of “crisis planning, communication and re-branding” Ironically, these are topics that I have advised my clients about for years and now I have an example from my own life,*”

*“I am excited to say that After sharing my diagnosis on Facebook, my new blog, <http://www.mybestlifejourney.com>, and my Video Blog - https://www.youtube.com/watch?v=6tItC_5fxas , over **15 women and counting** have gotten their **Mammagrams**. I have a call to action on **my Blog and my Video Blog** and women are listening to that call. If this helps just one woman, then this makes it all worth. And I feel extremely happy that sharing this very private journey is already helping women”, Debra says.*

I have been overwhelmed by the love and support from the family and friends since I’ve shared my diagnosis. However, I’ve also been disappointed by the horror stories of others dealing with serious health diagnoses in the workplace who don’t have the same support system that I have. I felt that by publicly sharing my Breast Cancer Journey can also open up important dialogue regarding sensitivity in the workplace and in the business world, says Dixon-Anderson

For more information on **Debra’s Breast Cancer Journey** visit: <http://www.mybestlifejourney.com>

ABOUT LIGHT OF GOLD PR:

Light of Gold PR, Marketing and Consulting LLC sheds light on the gold that exists in organizations, businesses, and individuals. It exposes the hidden treasures, and brings these treasures to light through brand management, publicity, marketing, promotions, media relations, and today’s technologies. **The Staying True to Brand Program** was designed to teach businesses and individuals how their business image relates to their target audience, as well as how to stand out from other companies and professionals. **Light of Gold PR, Marketing, and Consulting’s No. 1 goal** is to position its clients for success. For more information, visit www.lightofgoldpr.com and <http://www.stayingtruetoandyou.com> .