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**CHRONICLE BOOKS LAUNCHES HIGHLY-ANTICIPATED MERIT BADGE
HANDBOOK FOR WOMEN**

*“You Can Do It!” by United Flight 93 Heroine Lauren Catuzzi Grandcolas, Offers Women
Realistic, Step-by-Step Guidance for Tackling Items on Their “Want-to-Do” Lists*

SAN FRANCISCO – May 3, 2005– Helping women around the world get in touch – or back in touch – with their dreams, today Chronicle Books launched *You Can Do It!* by United Flight 93 heroine, Lauren Catuzzi Grandcolas. Coined as the “merit badge handbook for grown-up girls,” *You Can Do It!* is a practical way for busy women to try the things that they’ve always wanted to do.

Based around the concept of rewarding accomplishments, *You Can Do It!* is comprised of 60 different “badges,” or chapters, which are organized into seven categories – Dare, Create, Learn, Play, Deal, Connect and Dream. The badges span everything from learning how to be a rock star, public speaker, author, filmmaker, photographer and art connoisseur, to skydiving, surfing, yoga and horseback riding. There are also badges on cooking, home decorating, money management, personal style, travel and relationships.

Each badge walks women through the learning process from start to finish and includes personal stories and excerpts from real-life “mentors,” – experts in their fields who dedicated their personal time to contributing to the book. These experts include such woman as Janet E. Esposito, author of *In the Spotlight: Overcome Your Fear of Public Speaking and Performing*; Janet Bodnar, executive editor of *Kiplinger’s Personal Finance* magazine and a regular guest on such television programs as “The Oprah Winfrey Show,” “Good Morning America” and “The Today Show;” and Sheila Heen, negotiation teacher at Harvard Law School and “Life Coach” columnist for *Real Simple* magazine.

“Lauren was a ‘can-do’ spirit who dedicated herself to tackling and mastering new skills, subjects and activities,” said Vaughn Catuzzi Lohec, Lauren’s younger sister. “Having been a Girl Scout, she was familiar with the badge manual and the sense of accomplishment that you feel after completing each badge. By creating this book, she wanted to give that same experience and feeling to grown-up women, especially her close knit circle of girlfriends who always wanted to seek out new experiences but never felt like they had the time. She envisioned *You Can Do It!* as something that would encourage women to get out there and try all aspects of life.”

Lauren began *You Can Do It!* a year before her death on September 11, 2001. After she died, Lauren’s husband, Jack Grandcolas, her parents and her two sisters – Dara Catuzzi Near and

Vaughn Catuzzi Lohec, banded together to carry Lauren's vision through to completion with the help of writer Yvette Bozzini, book agent Caroline Herter, and publisher Chronicle Books.

"We are extremely honored to be a part of this special project," said Jack Jensen, President and Publisher of Chronicle Books. "Both Lauren and *You Can Do It!* encompass the spirit, creativity and values that we look for in all of our publications."

Said Christine Carswell, Chronicle Books Associate Publisher, "We truly believe that this book will provide encouragement and bring inspiration to women everywhere. This book has the ability to build community, which is one of the outcomes that Lauren had hoped for. She imagined *You Can Do It!* as a way for women to not only connect with themselves, but also with their girlfriends, mothers, daughters, neighbors, etc., in a book club type of setting."

A portion of the proceeds from *You Can Do It!* will go the Lauren Catuzzi Grandcolas Foundation, which was established by her family and friends to support charitable causes. To date, the foundation has provided college scholarships to outstanding high school women, a birthing room for Marin General Hospital in Northern California, neonatal units for Texas Children's Hospital and support for the Houston Area Women's Center, which is dedicated to helping abused women and their children.

For more information on *You Can Do It!*, including where to purchase a copy, please visit www.youcandoitbook.com

About Lauren Catuzzi Grandcolas

Lauren was personally, professionally, athletically and creatively dynamic, and is remembered by her friends and family as their personal coach and champion. She had fifteen years of marketing and sales experience, started her own consulting company, and most recently, was an account executive for *Good Housekeeping*. Lauren was an avid biker, hiker, runner and on her thirtieth birthday, a skydiver! She lived in the San Francisco Bay Area for many years with her husband, Jack Grandcolas.

About Chronicle Books

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1966 and over the years has developed a reputation for award-winning, innovative books. The company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes illustrated titles in design, art, architecture, photography, food, lifestyle and pop culture, as well as much-admired books for children and ancillary products through its gift division. Chronicle Books boasts best-selling titles that include *The Beatles Anthology*, *Sylvia Long's Hush Little Baby*, *The 52-Deck* series, *Olive*, *the Other Reindeer* and *The Worst-Case Scenario Survival Handbook* series. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value.

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