



FOR IMMEDIATE RELEASE

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NEW BOOK RELEASE

**TAKE BACK YOUR POWER:
HOW TO RECLAIM IT, KEEP IT,
AND USE IT TO GET WHAT YOU DESERVE**

by
YASMIN DAVIDDS

The hard and bumpy road to empowerment is laid out in thoughtful detail and refreshing clarity in **TAKE BACK YOUR POWER: HOW TO RECLAIM IT, KEEP IT, AND USE IT TO GET WHAT YOU DESERVE**, by the highly respected and exceptionally qualified **Yasmin Davidds**, (Atria Books; Paperback \$14.00; ISBN: 0-7432-8508-5). Davidds is no stranger to the high stakes and high pressure environment of a modern woman. She truly knows what it means to be a survivor. Having been raised by an abusive father, she survived drug abuse and a paralyzing breakdown to then bounce back and marry an NFL football player—only to see the relationship end

in divorce. Davidds' experiences have taught her how to thrive beyond chaos and live life to the fullest. By analyzing her own life and the larger social and historical contexts surrounding Latina women today, Davidds is able to provide a clear and proven method for realizing one's potential.

The ability to take back one's power has never been easier to access. Davidds carries us through this process with powerful testimonials from women who have attended her seminars, well-researched guidance, and the easy-to-follow Seven Empowerment Principles:

PRINCIPLE #1

TAKE OWNERSHIP OF YOUR LIFE

You are the only one who can effect real changes in your life. Personal responsibility is essential to living an empowered life.

PRINCIPLE #2

TRUST YOURSELF AND KNOW WHAT YOU STAND FOR

Each of us is our own expert, our own therapist, our own nurturer, and it only makes sense that when we are looking for understanding or direction, there is no one better to ask than ourselves.

PRINCIPLE #3

CREATE BELIEFS THAT EMPOWER YOU

Every belief you hold shapes your experience. It is up to you to take control of those thoughts and consciously create a fulfilling reality.

PRINCIPLE #4

LIVE IN TRUTH

The simplest way to live your truth is to leave behind the expectations of others and live the way you choose; don't make decisions based on what society says.

PRINCIPLE #5

NEVER FEEL GUILTY ABOUT BEING A STRONG WOMAN

The only way to win the game of guilt is not to play. Don't ever apologize for who you are, and don't ever feel ashamed about your power.

PRINCIPLE #6

RESPECT YOURSELF

People will treat you only the way you allow yourself to be treated. If you want others to respect you, begin by respecting yourself.

PRINCIPLE #7

DO FIRST—WHAT YOU FEAR MOST

All our decisions come from a place of fear or love. Fear can be the most intimidating yet liberating emotion a woman can feel.

Davidds provides self empowering exercises that help women overcome their fears and are included to help you embrace the changes and take the driver's seat on your own journey of life. **Take Back Your Power** gives you the tools to become self-empowered and achieve success.

Take Back Your Power is an essential resource for not only women, but businesses and households across America. With the help of Yasmin Davidds and **Take Back Your Power**, women everywhere can take the path to empowerment and enjoy the success they deserve. To review the book visit www.yasmindavidds.com

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ABOUT THE AUTHOR

Yasmin Davidds was named one of the top Leading Latinas by *Hispanic Magazine*. She is a prominent member of the Latina community and is a visible presence across America. She is the national spokesperson for L'eggs "Shape Your Future" campaign and is also the host of numerous talk shows, including one on Univision Radio's KTNQ 1020 AM. Davidds serves on the Board of Directors for HOPE (Hispanas Organized for Political Equality) and has been instrumental in providing Latino students with over one million dollars in scholarships. She is a published author and often acts as a Diversity Counselor for many large corporations. Davidds is the CEO and founder of Empowering Latinas, Inc., an organization that helps educate and empower women. For more information about Yasmin Davidds visit www.yasmindavidds.com

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By: Yasmin Davidds
Atria Books
Paperback: \$14.00 US
ISBN: 0-7432-8508-5
240 Pages

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MEDIA INTERVIEWS

Suggested Questions for Yasmin Davidds

Author of

Take Back Your Power: How to Reclaim It, Keep It, and Use It to Get What You Deserve

1. What makes your book different from other self-help or self-empowerment books on the market?
2. Did you find it difficult to recount the hardships you encountered during your life? What can other women learn from your story?
3. With the information you have now and that you provide in your book, would you have done anything differently earlier in your life?
4. What do you see for the future of the Latino community in America? For the women in particular?
5. You give an extensive cultural context for your empowerment advice. What advice would you give for all women or all people to become empowered?