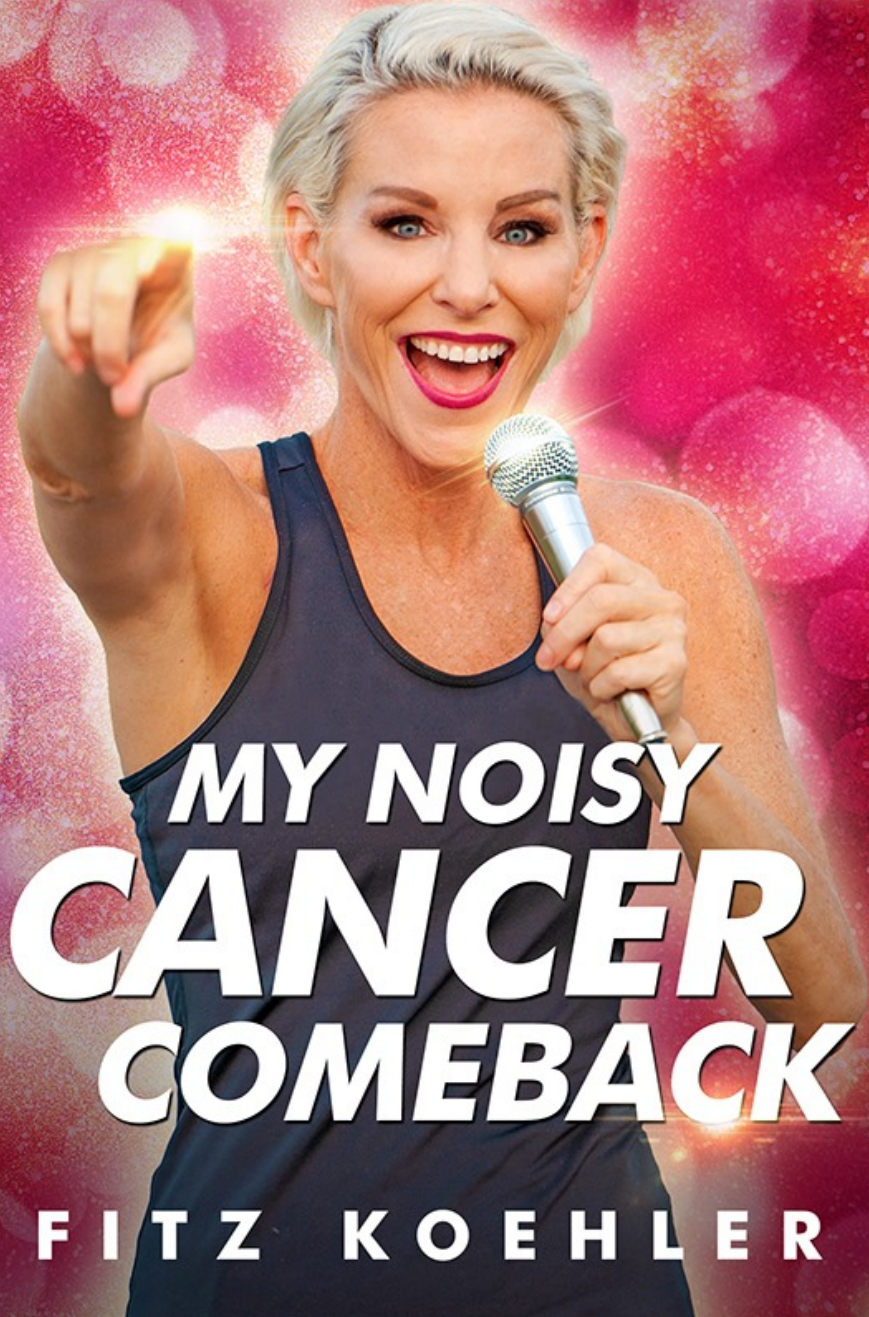


RUNNING AT THE MOUTH  
WHILE RUNNING FOR MY LIFE



Finding a cancerous lump in her breast seven weeks after a clean mammogram was terrifying. But fitness expert and race announcer Fitz Koehler refused to play the victim or allow cancer to steal her extraordinary career or time with family. In *My Noisy Cancer Comeback*, Fitz reveals the juicy and gory details of her 16-month battle, all while zigzagging across the United States. Enduring chemotherapy, radiation, and surgeries in the public eye wasn't easy. You'll laugh, cry, wince, and cheer as she chronicles the clash of an avalanche of side effects with 22 major race weekends. Her inspirational tale encompasses the terror of diagnosis, bald heads and black dresses, spectacular stages, parenting with cancer, perspective, and, most importantly, triumph. You'll walk away grittier, more optimistic, and inspired to conquer any obstacle. This is a must-read for all cancer patients and their families. People from all aspects of the running community will adore getting to experience a behind-the-scenes view of life at the helm of America's greatest road races.

# FITZ KOEHLER

Fitz Koehler, M.S.E.S.S. is one of the most prominent and compelling fitness experts and race announcers in America. As the voice of the Los Angeles Marathon, Philadelphia Marathon, Big Sur Marathon, DC Wonder Woman Run Series, and more, she brings big structure, energy, and joy to sport. She's also passionate about guiding others to live better and longer through her company, *Fitness*®. Fitz has appeared on national media outlets and has worked as a speaker and spokesperson for corporations like Disney® and Office Depot®. She has also inspired millions of kids to get active through her successful school running/walking program, The Morning Mile®. Fitz enjoys water sports, strength training, animals, hugs, sarcasm, and travel. She lives in Gainesville, Florida with her husband and two kids.

**FITZNESS.COM®**

[Fitness13@gmail.com](mailto:Fitness13@gmail.com)

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# YOU'LL READ ABOUT

- Fitz's personal journey. A no-holds barred account of the gory, juicy, terrifying and funny details of her breast cancer battle.
- The shocking stuff nobody else ever tells you about what it's like to experience cancer treatment.
- Behind the scenes insight on announcing the biggest and best road races in America.
- Endless stories of kindness and care from friends and strangers
- Managing a constantly changing body, head of hair, and face.
- Medical treatment on the road.
- Parenting with cancer.
- The value of perspective, attitude and grit.
- Adventure, drama, comedy and inspiration.



## **VIDEO LINKS**

[I Have Breast Cancer](#)

[Losing My Hair at the Los Angeles Marathon](#)

[Why I Chose to Go Bald](#)

[Bald Fitz at the DC Wonder Woman Run telling athletes to Squeeze Your Stuff](#)

[Announcing DC Wonder Woman Run Los Angeles](#)

## **DOWNLOADABLE PHOTOS**

<https://drive.google.com/drive/folders/1NXWOjG29ZN8l5-nlqS7GFM1HXxzgPpuB?usp=sharing>

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## SAMPLE QUESTIONS

- How did you discover you had cancer?
  - What was the hardest part about being diagnosed?
  - When did you lose your hair?
  - What was it like standing on stages bald?
  - What kind of treatment did you have?
  - How did you manage travel and race announcing while sick?
  - Why didn't you take the year off?
  - What was it like to go through this publicly?
  - Did anything surprise you about the experience?
  - Who is this book for?
  - Advice for other cancer patients?
  - How do people hire you for speaking and race announcing?
- 



# TESTIMONIALS

*Breast cancer patients and survivors will love this! My Noisy Cancer Comeback is raw, real, incredibly funny, and totally empowering.*

—Dawn Richardson, Paramedic & Breast Cancer Survivor

*As one of the most electrifying race announcers in America, Fitz bravely continued to motivate runners throughout her cancer treatment. Her journey will inspire not only endurance athletes, but every person needing a push to be strong and defy the odds.*

—Dave McGillivray, Boston Marathon Race Director/DMSE Sports

*This book should be required reading for brand new cancer patients and their loved ones. It would prevent many awkward moments and provide clarity and hope instead. I wish I had read it before my treatment began.*

—Creigh Kelley, Stage IV Cancer Survivor, Olympic Radio Analyst (ABC Sports)

*My Noisy Cancer Comeback made me cry and laugh out loud. But, most of all, it made me feel inspired. If you are wondering whether you can make it through your own cancer battle, this is the book for you.*

—Maribeth Bisienere, Senior Vice President, Disney Parks

*Fitz is a true force of nature. Filled with grit and determination, her journey is one that will motivate, empower, and encourage you, even on your hardest days.*

—Mitch Stoller, Chief Philanthropic Officer, American Association of Cancer Research

*A story of true perseverance. Fitz Koehler looked cancer in the eye and refused to let its intimidating gaze penetrate her noisy soul. You'll often wonder, would I be strong enough to walk down that same path? But she also shows you that there is a joyous finish line in your future. This is a must read.*

--Mike Reilly, Voice of IRONMAN, Author

# CHAPTER TITLES

Foreword by Rudy Novotny

*Chapter 1* Life at Full Volume

*Chapter 2* I'm Definitely Dying

*Chapter 3* Nostril Wigs and Hot  
Pants

*Chapter 4* I Can Do Hard Things

*Chapter 5* Blind Faith in Myself

*Chapter 6* When Things Go Wrong,  
Don't Go With Them  
(Naked in the Airport)

*Chapter 7* Despair and  
Determination

*Chapter 8* Radiation Equals  
Superpowers, Right?

*Chapter 9* The Bright Side of Poop  
on My Face

*Chapter 10* The Thing With Pink  
Ribbons

*Chapter 11* Mascots and Mosh Pits

*Chapter 12* Aren't I Lucky to Have  
Survived So Much Bad Luck?

*Chapter 13* Small, But Mighty

*Chapter 14* Cancer Can Be Funny  
#FlushTwice

*Chapter 15* Always the Victor,  
Never the Victim

*Chapter 16* Give Me a "C" (The  
Other C)

*Chapter 17* Celebrating My Finish  
Line

# SELL SHEET







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