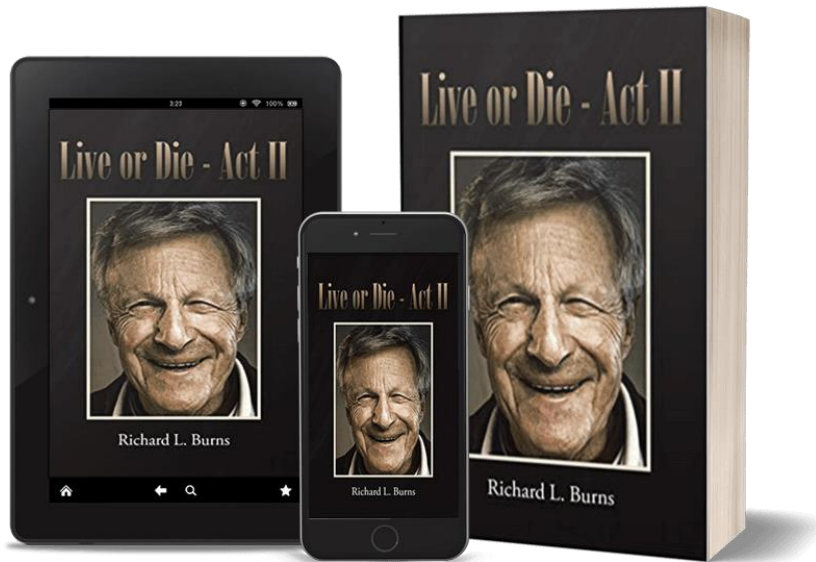


FOR IMMEDIATE RELEASE

Author Richard Burns shines a light on the struggle of people with severe illnesses through his engaging book "Live or Die: Act II."

Author Richard Burns takes readers on an exciting journey of positivity and laughter as he chronicles his 20-plus years of work with experts in the medical community, hospitals, and people who survived serious illnesses.



Author Richard Burns, a stroke survivor, has released "[Live or Die: Act II](#)," an engaging book that brings a story of hope and practical advice for those struggling with any serious disease.

Richard Burns suffered a Cerebral Hemorrhage and was declared dead at the age of 38. However, he surprised the medical community after regaining consciousness and eventually led a healthy life.

"Many people in the medical community were amazed at what happened to me. My story in itself is a miracle – a blessing that has pushed and inspired me to help others who suffer from critical illnesses, on their deathbed, and how families can cope with these challenging circumstances," Richard Burns said.

"Live or Die: Act II" is a wise tale of 20-plus years of work with experts in the medical community, hospitals, as well as those who survived severe illnesses in the United States.

According to data released by the U.S. Centers for Disease Control and Prevention this year, every 40 seconds, someone in the country has a stroke, and every 3.5 minutes, a person dies of stroke. In 2020 alone, one in six deaths from cardiovascular disease was due to stroke.

More than a story of hope, Richard Burns aims to take readers on a journey of laughter, smiles, and positivity even in the midst of tragedy.

"Sometimes, when we deal with something really serious like cancer, we forget to laugh and fail to see the light at the end of the tunnel. This book is a reminder for readers to stay positive," says Richard.

Richard Burns, also known as "Dick Burns," is a retired television and advertising professional with a career that spans over 40 years in a wide array of work – from sales and promotion for TV to management, advertising, and even public relations.

Dick is a renowned expert in retail marketing through television advertising. In fact, the advertising executive has played a crucial role in developing some of the most impressive advertising campaigns and artistic icons, such as the Fruit of the Loom characters and the smile on the PSA airplane.

Dick has also received several awards and has been lauded by the American Biographical Institute of Community and State Service, International Community Service, and Cerebral Palsy Humanitarian Service. He is an author of many business and newspaper articles and holds a B.A. in Economics from Stanford University.

Those who want to grab a copy of "Live or Die: Act II" may purchase it on Amazon, [Barnes and Noble](#), and [Book Depository](#).

[Bookside Press](#) is all about creating buzz in the digital world. Buzz that'll have each vital message be heard loud and clear. Headquartered in Canada, this hybrid publishing and advertising company aims to share the magic of its authors' books with the world. With a dedicated team of creatives and marketing professionals, Bookside Press collaborates with clients in building better brands that stand out and reach greater heights.

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