



FOR IMMEDIATE RELEASE

May 2020

PALM SPRINGS, CALIFORNIA—A world-class athlete, cancer survivor, adviser, staff developer, and all-around guide for the human spirit and well-being, Alex Laws has a gift to help you focus and the ability to guide you down a path of discovery. It is his mission to tap into your inner voice or business core to provide a healthier existence and fulfilling life, which is why he wrote his new book, *Know Your Core: Taking Aim to Improve Personal and Professional Life*. As the world accepts a new paradigm due to the coronavirus pandemic, there is no better time than now to embrace Laws's understanding on how to accept, reinvent and live life to its fullest every day.

"We are sitting at home, income has stopped, federal help is minimal or nonexistent, but we must move forward," said Laws. "We have to be grateful for what we have and accept a new normal. There's no going back, but we can make the effort to go forward. Let your new message and voice be heard."

Laws has competed in more than 16 Ironman Triathlons, over 40 marathons and the Ultraman Hawaii three times. Through his business and work experiences as well as from competing in Ironman Triathlons, living as a cancer survivor and an inventor of a unique relaxation cycling class, Rythmatic Meditation™, which he teaches exclusively at Zenergy, Health Club, Spa & Boutique in Sun Valley, Idaho, Laws has the knowledge to relate to many people and their own human condition.

"This book didn't happen overnight," said Laws. "I fine-tuned it as I saw what the needs and wants are and what people were going through as they begin to lose faith in themselves, the country and the community. We need to peel back that energy and focus on our core. When you focus on your core, you have the most success."

What makes *Know Your Core* a useful tool is that each of the book's ten chapters stand on their own, such as "investing in potential—faith in employees" or "timing life's opportunities—the new normal." Not only is the book an easy read, it's also a great handbook that can be a go-to resource for all.

"When people lose their core, they will start to doubt themselves and do anything," said Laws. "I had my share of problems along the way. I had cancer at age 23, which required surgery and radiation treatments. Then in 1996, I found myself stuck in an out-of-state hospital with a burst appendix that turned into peritonitis. A few years later, I had surgery for a strangulated intestine. And if that wasn't enough, in the economic crash and government bailouts of 2008, my successful automobile dealership was taken away from our family by people who I thought were friends. When your health and livelihood go away, all life as you know it changes."

Laws writes about the need to open up to anything that comes at you and learn to keep the flow going. He also recommends that everyone should constantly take a step back and learn to believe in themselves. Not only is this inspiring book good for all adults managing life in the twenty-first century especially post COVID-19, it's also great for college

students, who may need this and anyone at any time who is wondering about life especially as the world we once knew has been changed.

“Surprises happen along life’s journey to take you to new places,” said Laws. “If you set your mind on something and then do what it takes to make it happen, you may find yourself moving in a whole different direction than what you thought was possible. The last thing I ever imagined for my life is what I’m doing now. I had a clear idea of where my life was going when all hell broke loose. At the time, it seemed that there was absolutely nothing I could do to prevent my dreams from spattering on the rocks.”

Last year, Laws completed the 170-mile, self-supported Grand to Grand race over seven days, which he completed finishing in the top third of the competitor field. Continuing to reach new heights in challenging himself and pushing the limits, Laws inspires many who find themselves unsure about where to start or how to move forward.

“*Know Your Core* is a quick read for anyway who needs an uplift right now,” he said. “I’ve created signs for businesses and storefront to get the message out that people are ready and open to do business and move forward into a new existence. Let me send you one.”

*Know Your Core* is available at Zenergy Healthclub, Spa & Boutique, Chapter One Bookstore, Amazon and on his website alexlaws.com. To reach Alex Laws for interviews, speaking, consultation or training, email alex@alexlaws.com.

###