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**Break free of fear. Awaken your female warrior and conquer the darkness that fear brings.**

TORONTO, ON – July 29, 2019 – As women we often feel helpless because of fear. Fear whispers that we aren’t enough, leaving us feeling weak and insecure. Fear turns us into a victim and disempowers us.

Is fear and self-doubt holding you back? Are you willing to dig deep to harness your inner strength?

*A Warrior’s Ride to Shine: A Guide to Awaken Your Inner Strength on a Bicycle* is Camilla Patten’s self-help memoir that guides readers to break free of that fear. Through humorous and heart-wrenching adventures, this inspiring memoir is packed full of self-help takeaways to regain your power. Camilla’s mission is to awaken *your* inner warrior...oh, and she’s going to do this on a bicycle. Yep, you’re going to ride to shine!

Camilla has developed a simple but powerful process to steer readers on a new course in their life where they shine to their fullest potential. No edgy dialogue, no curse words, no tough facade, just a free-spirited mindset to warrior strength.

How does this happen? With these warrior tools:

* **Bicycle Monologues** - A fun and effective way to process your emotions. It’s comparable to journaling, but on a bike.
* **The Warrior Creed** - This mantra will help you greet each obstacle as a warrior.
* **Bike Bumps** - Instead of reacting to life’s obstacles, become the driver of your life. Harness your power and self-confidence to maneuver them.
* **Warrior Keys -** These keys will help put the power back into your life and refuel your light.
* **Bye-Cycle -** Learn to break habits, recognize recurring cycles and step out of them before they weaken your warrior strength.

In learning to overcome her own self-doubt and struggles, both professionally and personally, Camilla discovered her inner warrior and rebuilt her confidence.

“Self-doubt driven by fear tried to rob me of my light and made me feel undervalued and underappreciated. It took me a very long time to realize that no one can take my light unless I let them.” says Patten.

Camilla Patten is a dynamic executive, author and entrepreneur with more than 15 years of strategic planning, sales, communication, marketing and public relations experience.

Camilla is a proven motivational leader and the founder of Female Warrior Co., a national women’s enterprise that creates mindful workplaces shaped by a culture that communicates with empathy, encouragement and compassion.

Learn to communicate with compassion and encouragement through hands on workshops focused on talking without criticism, listening without judgment, and connecting beyond differences.

A Warrior’s Ride to Shine: A Guide to Awaken Your Inner Strength on a Bicycle. (Retrorad Publishing, 200 pages, 5 x 8, paperback, ISBN: 978-1-9991115-1-9, $17.25 CAD $13.25 US, Ebook ISBN: 978-1-9991115-0-2, $8.25 CAD $6.25 US) PUBLICATION DATE: September 24, 2019. Available on AMAZON US and UK.

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