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**Book launch of *SOARING into Strength: Love Transcends Pain*  
Global nonprofit CEO & founder's debut memoir shares journey of hope through trauma and grief**

NEW YORK, New York – Since she was a child, Lisa Honig Buksbaum wanted to help. Whether it was rescuing a blind duck at a park or defending her younger brother against bullying when he experienced severe asthma attacks, Buksbaum always found herself in the role of a helper during times of crisis.

As an adult, a phone call at four o'clock in the morning launched a trifecta of trauma that changed Buksbaum's life forever. Three experiences with death and illness occurred in her family in just 10 months: Her beloved brother died suddenly of an asthma-induced heart attack, her father was battling Non-Hodgkin's lymphoma, and her son became catastrophically ill. When her family's world imploded, Buksbaum felt as if she had become irrevocably damaged. Instead, she collided with her calling during a sunrise walk along the beach at the height of her son's illness. She heard the word "Soaringwords," and suddenly knew why she was born.

Lisa's lifetime of experiences helping others through trauma, grief, illness, and setbacks—combined with her own personal experiences—led her to founding Soaringwords, a nonprofit organization with the mission of inspiring children, families, adults, seniors, and health care professionals to take active roles in self healing to experience greater physical, emotional, and mental well-being. Since 2000, she has channeled her passion and resilience into this global movement that has already inspired more than 500,000 people to never give up.

The SOARING into Strength Positive Health Initiative includes 23 virtual workshops led by Buksbaum, integrating the latest science from leading Positive Psychology experts who are featured in each session. No other organization has amassed such an extensive lineup of leaders in the field of Positive Psychology in one comprehensive initiative. This accessible, user-friendly platform benefits people at the most vulnerable times in their lives—including living through a global pandemic. Soaringwords collaborates with municipalities, health and human service agencies, community organizations, and companies to create substantive change.

"In a world sorely needing hope, faith, and enduring and endearing role models, *SOARING into Strength* provides a roadmap for living a life infused with kindness, wisdom, and humor. This memoir is very relevant in these fraught times. Buksbaum transcends life's traumas and challenges with steadfast determination, abundant moxy, and an enormous heart. I highly recommend this powerful, enjoyable read."

—Dr. Scott Barry Kaufman, best-selling author, *Transcend: The New Science of Self Actualization*; professor, Columbia University; host, *The Psychology Podcast*; writer, *Beautiful Minds* column for *Scientific American*

Today, Buksbaum is an internationally recognized Positive Psychology thought leader and president-elect of the International Positive Psychology Association (IPPA) Health and Wellbeing Division. She has shared the SOARING into Strength initiatives at 16 scientific conferences around the globe and been an inspirational speaker at dozens of Fortune 500 companies, nonprofit organizations, and schools. Buksbaum lives and works in New York City and gets her energy from swimming; walking through Central Park; singing; writing, filming new episodes for Soaringwords' social media platforms; and connecting with people in meaningful ways.

“While no one wishes for bad things to happen, I discovered that I was stronger than I ever imagined,” Buksbaum says. “There were so many things that my family and I needed during the medical crises we went through. We got lots of casserole dishes and thoughtful cards, but there was nothing to nourish me as the sibling, daughter, and mother who was going through the eye of the storm. That’s why I’ve devoted the past twenty-two years to creating Soaringwords’ healing tools and programs, inspiring people to take active roles in their self-healing when they encounter a setback, challenge, or serious illness.”

In Buksbaum’s memoir, readers will laugh and cry—often on the same page—as this feisty protagonist models how to become the hero of your own life through gratitude and helping others.

“Like a flowing river, life is never still. *SOARING into Strength* is an emotional tour de force that takes you on a fast-paced journey through many twists and turns with bracing candor, abundant humor, and steadfast determination. Buksbaum is a compelling and reliable guide who will transport you to distant shores, somehow wiser and definitely more hopeful.”

—Chip Conley, *New York Times* best-selling author, *Wisdom@Work*, founder, Modern Elder Academy

Wherever readers are in their life journeys, *SOARING into Strength* is a transformative experience that provides illumination and inspiration as they seek to become the best version of themselves, even in the face of overwhelming obstacles.

“Today, with the global pandemic and mental health fissures, so many people feel isolated and bereft of hope,” Buksbaum says. “I’ve spent the past 10 years polishing and fine tuning this book to motivate people to tap into their inner strength, wisdom, and courage to become the heroes or heroines of their own lives and the lives of others. I’m excited to share these stories of resilience as a way to inspire others to never give up.”

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