

For Immediate Release  
Press Contact: Betsyann Faiella, SavoyPR  
Phone: 310.283.2415 or Email: [bafaiella@savoypr.com](mailto:bafaiella@savoypr.com)

### **Three Tomatoes Publishing Company releases “This Sweet Life – How We Lived After Kirby Died” Ginny and Jean Brown’s Empowering Memoir is a Guide For Grievors and Seekers**

New York, June 23, 2020 - The Three Tomatoes Book Publishing Company is pleased to announce the publication of “This Sweet Life – How We Lived After Kirby Died.” The memoir by Virginia (Ginny) Brown and daughter, Jean Brown, offers their considered and researched account of the circumstances, resulting grief and lessons learned from the 2009 sweat lodge death of their beloved Kirby Brown (daughter of Ginny and sister of Jean). Two other people lost their lives at the five-day retreat near Sedona, Arizona run by James Arthur Ray. Ray, after spending less than two years in prison for three counts of negligent homicide, was released and immediately began to rejuvenate his career. Ginny and Jean Brown used their own and Kirby’s journals, and many conversations with others affected by the tragedy to explore how the deaths redefined the Browns’, and others’, lives. In the wake of Kirby’s death, the Browns founded a nonprofit organization called [SEEK Safely](#), designed to “educate, empower, and promote the public about the unregulated self-help industry,” which generates \$10,000,000,000 a year.

*“Ultimately, this book is our story,” writes Ginny Brown. “When Kirby died, the details of her death were for public consumption and so much of what happened—the criminal investigation, the media and public interest—was beyond us and out of our control. The public story was incomplete. Now, ten years later, we are reclaiming this story for ourselves, showing how it has impacted and changed us. We are taking this story back, to complete the picture of what we really lost in that deadly sweat lodge in October 2009 and who we are today.”*

Kirby Brown was a healthy and inquisitive thirty-eight-year-old when she decided to attend the retreat led by Ray, who had been featured in the movie, *The Secret*, on *Oprah*, and *Larry King Live*. Kirby’s decision came from desire to learn and expand her life, which was already filled with many beloved friends, family, travel, and rewarding, if physically strenuous, work. She was a seeker and had attended some of Ray’s seminars. On two occasions, Ginny and George Brown, who are both Clinical Social Workers, had attended as well. “I was impressed by his ability to put together interesting concepts from different sources and explain them in an accessible and engaging way,” writes Ginny Brown. “Ray was certainly charismatic but did not seem dangerous.”

*“While the Sedona sweat lodge deaths have received extensive media coverage over the years, This Sweet Life shows for the first time what the tragedy was like for family members of the victims. It offers a moving tribute to the radiant spirit of Kirby Brown as well as a chilling example of how a woman’s admirable determination to better herself was fatefully exploited. There is a dark side to the quest for enlightenment that few books dare to explore but the curtain is finally pulled back here as the authors courageously chronicle how an unregulated self-improvement industry can have deadly consequences.”*

- Annette McGivney, author of *Pure Land: A True Story of Three Lives, Three Cultures*, and *The Search for Heaven on Earth*

“Initially, I wanted this book to be a resource for anyone who’s experienced a really tough grief event, and a warning for anyone who’s investing in their own self-improvement,” writes Jean Brown. “But now that the book is here, what I feel more strongly than anything else is that I want people to experience Kirby. My sister was widely admired and loved, and there is much to learn from how she lived, as well as how she died. I hope this book will be a resonant, continuing echo of her life... and death.”

The Three Tomatoes Book Publishing ([www.thethreetomatoespublishing.com](http://www.thethreetomatoespublishing.com)) is an expansion of The Three Tomatoes ([www.thethreetomatoes.com](http://www.thethreetomatoes.com)) a lifestyle media platform that celebrates women over forty. The platform includes a robust web site, newsletters, live events, and a podcast. The publishing services offerings were created to help women with stories to tell, get their books published and their voices heard.

**“This Sweet Life – How We Lived After Kirby Died”** is available now at Amazon and booksellers everywhere.

Continue to next page for publishing details and additional endorsements.

Title: This Sweet Life – How We Lived After Kirby Died

Published June 20, 2020

Printed in the United States of America

# of Pages: 336

Paperback, eBook, Hardcover

Retail Paperback Price: \$16.99

ISBN: 978-0-578-70879-9

Library of Congress Control Number: 2020910633

Publisher: The Three Tomatoes Book Publishing, 6 Soundview Rd. Glen Cove, NY 11542

Interior Book Design: Tony Iatridis

Cover Design: Susan Herbst

All company and/or product names may be trade names, logos, trademarks, and/or registered trademarks and are the property of their respective owners.

Available now at: Amazon and booksellers everywhere.

###

*Endorsements:*

*You are about to take a journey that will spark your heart and soul, and most likely leave you speechless. After reading 2200 nonfiction books and working behind the scenes in the personal development industry for twenty-five years for Tony Robbins, Ginny & Jean Brown's, This Sweet Life is far beyond a must read.*

~Gary King, author of *The Happiness Formula*

*A beautiful, heart-breaking book that exposes the dangerous side of the self-help industry. It tells the story of Kirby Brown who died after being deprived of water, food and sleep and then put in a sweat lodge by James Arthur Ray, a man who was not qualified to run a sweat lodge, ignored pleas for help once participants were inside the lodge and left the scene immediately afterwards. I was shocked to read that he is still working in the self-help industry. This book poses important questions about how the \$10 billion industry should be regulated and paints a picture of how charismatic figures can manipulate innocent people. Thought provoking and rage-inducing in parts, it's also a tribute to Kirby, written with the love of a mother and sister.*

~Marianne Power, author *Help Me!... One Woman's Quest to Find Out if Self-Help Really Can Change Her Life*

*This Sweet Life: How We Lived After Kirby Died, is of extreme value to anyone recovering from a great loss. It is two books in one since it alternates between a parent's and a sibling's perspective of their experiences and recovery process after the tragic loss of a family member. It also describes how they molded their grief into something positive, forming the Seek Safely Foundation to aid the public with information so as to avoid having this heartbreak happen to them or their loved ones. Both Ginny and George Brown had extensive experience as counselors before their daughter was killed, and they let you in on how they applied that education and knowledge to helping their own family work through their grief. I strongly recommend this book. ~Connie Joy, author of *Tragedy in Sedona: My Life in James Arthur Ray's Inner Circle**

*In describing what they went through with the death of Kirby, Ginny and Jean Brown have told a story that is heartbreaking-- but it's so much more. It's not just a description of a tragedy and its aftermath. It's also the story of a family, and the powerful, intensely personal, and intimate bonds that tie families together. James Arthur Ray wrote his own memoir of what happened in Sedona, and it reads like a marketing tool— which is exactly what he intended. Ginny and Jean's book is vastly different from James's account, not just in perspective, but in the depth of its authenticity. In the end, this is not a book about blame. It's a book about responsibility. Their story is raw, honest...and, like Kirby, hopeful.*

~Dr. Glenn Doyle, psychologist, author *Wish I'd Known That*

*While the Sedona sweat lodge deaths have received extensive media coverage over the years, This Sweet Life shows for the first time what the tragedy was like for family members of the victims. It offers a moving tribute to the radiant spirit of Kirby Brown as well as a chilling example of how a woman's admirable determination to better herself was fatefully exploited. There is a dark side to the quest for enlightenment that few books dare to explore but the curtain is finally pulled back here as the authors courageously chronicle how an unregulated self-improvement industry can have deadly consequences.*

~ Annette McGivney, author *Pure Land: A True Story of Three Lives, Three Cultures, and The Search for Heaven on Earth*

*This Sweet Life is a captivating account of seeking and finding truth amid grief and loss. Kirby Brown's death in a sweat lodge organized by self-help guru James Arthur Ray — and his subsequent conviction on three counts of manslaughter — made headlines, but this first-person narrative by Kirby Brown's mother and sister brings the events to life. It's a beautiful memorial to a life of seeking — and leaves us with the deeply important message of the SEEK Safely mission: If a program or advice is powerful enough to transform our lives for the better, it is powerful enough to harm us as well, so we must empower consumers and promote professional standards within this psychologically powerful, financially lucrative and legally unregulated self-help industry.*

~Christine B. Whelan, Ph.D., Clinical Professor, University of Wisconsin - Madison

*This Sweet Life speaks to three distinct audiences: grievors, seekers and self-help professionals. The Brown family shines a powerful light into the emotional abyss of grief, validating the fits of sadness and rage, powerlessness yet determination for others to understand their pain that accompanies inexplicable loss. Their unique story offers grievors a path forward, not to "get over" their loss but to learn how to live with it. By sharing her story, readers get to experience Kirby's presence and energy. We are inspired to live large as she did, with an open mind and heart to seek new ways to become the best-version-of-ourselves. Finally, This Sweet Life reminds self-help professionals of what a privilege it is to aid seekers in their journey and the responsibility to know our own limits. Every self-proclaimed self-help professional should make a SEEK-Safely promise...starting with James Ray.*

~ Kathleen Brady, PCC, Career/Life Wellness Coach

*Ginny and Jean Brown have crafted a detailed and deeply affecting chronicle of death at the hands of a movement that is often played for laughs but is seldom considered a source of real danger. In painstaking step-by-step fashion, they reconstruct the hopeful life of Ginny's daughter, Kirby, and the tragic ending of that life and two others amid the suffocating mind-control climate created by messianic New Age guru James Arthur Ray. Ray ultimately went to prison for negligent homicide. A must-read at a time when people are again made vulnerable by their desperate thirst for inspiration.*

~Steve Salerno, author *Sham: How the Self-Help Movement Made America Helpless*

*Ginny and Jean Brown have written an important book that allows us to better understand the inner world of seminar-selling gurus, who often offer what seems like a panacea. Ginny and Jean show us that there is a dark side of the self-help industry, which includes deceptive, manipulative, and ultimately destructive gurus, who have quite literally controlled people to death. This is at times a sad, but inspiring book about surviving tragedy and ultimately using such an experience to help others. We must be vigilant in scrutinizing leaders who tell us they supposedly have all the answers. If you are considering enrolling in a self-help seminar of some sort this book is must read, before you pay a deposit and/or sign any paperwork.*

~Rick Alan Ross, author of *Cults Inside Out: How People Get in and Can Get Out*; expert witness in the trial of NXIVM leader Keith Raniere.

**-END-**