



NEWS RELEASE

Media contact:

Chuck Hirsch
T: @DiabeticDevil

**Chuck Hirsch Launches First Book
*Combination Autobiography and Life Transformation Book Tries To Help Older Americans and Diabetics Face Their Demons and Improve Their Lives***

New York, NY, April 25, 2016 – Chuck Hirsch, the Director of Strategy of Wovn Group, a successful business, brand definition and marketing company, recently completed his first novel. The book, *Diabetic Devil* is part autobiography, part life transformation story.

Diabetic Devil is the true story of Chuck's life. For 40+ years, Chuck ignored all the warning signs of an impending health disaster that nearly cost him his friends, family, career and life.

Throughout much of his life as a successful marketing executive, father, husband and type one insulin-dependent diabetic, Chuck lived on the razor's edge. He partied his way through the clubs of late 1970s-early 1980s New York City, rubbed elbows with celebrities and reached impressive heights in several NY's prestigious ad agencies. Chuck faced a pivotal crossroad in his life when he turned 50. After decades of poor eating habits and incredible levels of abuse, even in the face of alarming health results, Chuck needed to find a way to fix himself, or continue a slow descent into financial ruin, poor health and eventually death at an early age.

"For many years, I took advantage of my youth, and relatively good health, did what I wanted to, and never thought about the consequences that I would face when I got older," Chuck remarked. "Thank God that I finally came to my senses, after some initial health issues, and was smart enough to come up with a unique system for fixing myself, and proving that my transgressions were fueled by laziness and indifference, not real physical or psychological addiction."

Chuck went on to say that "the book is completely different from other self help, diet and exercise books on the market today. It does not coddle the reader, promise easy solutions, or give them an inflexible, rigid system to follow. It takes you through the incredible amount of abuse that I put myself through, and shows any older person or person with diabetes that you can fix your life, no matter how far you may have pushed the envelope in your past."

Through a unique "food + exercise + common sense" life transformation plan and the meaningful lessons learned along the way, Chuck safely lost almost 100 lbs., cut his insulin intake by 60-70% over time, and dramatically improved his odds for a healthy and happy future.

About Chuck Hirsch

Chuck Hirsch is a successful, award-winning marketing and advertising executive. While this is his first commercially published work, Chuck was trained by the best writing pros in advertising and has been "writing with success" for almost 35 years. Chuck is the Director of Strategy of Wovn Group, a

business planning, brand definition and marketing planning company located in Westchester County, NY.

The book is available here:

Amazon Kindle: http://www.amazon.com/Diabetic-Devil-Year-Death-Saved/dp/099730510X/ref=sr_1_1?ie=UTF8&qid=1460924586&sr=8-1&keywords=diabetic+devil

Smashwords: <http://www.smashwords.com/books/view/626906>