

Ray Negrón and Sally Cook to Appear as Guests on the VoiceAmerica Talk Radio Network



Ray Negrón and Sally Cook, authors of "Yankee Miracles, Life with the Boss and the Bronx Bombers", will appear on Louise Cohen's show Changing Obstacles Into New Possibilities on Voice America Radio Network.

Phoenix, AZ (PR-Inside) September 6, 2012 -- Voice America Talk Radio Network, Internet broadcasting pioneer, producing and syndicating online audio and video, today announced that nationally known author and sports executive, Ray Negrón and nationally known author Sally Cook will be joining Louise Cohen, host of Changing Obstacles Into New Possibilities on the VoiceAmerica Variety Channel (www.voiceamericavariety.com) Tuesday, September 11, 2012 at 12 Noon PDT, 2 PM CDT and 3 PM EDT. They will be talking about their new book, Yankee Miracles, Life with the Boss and the Bronx Bombers released September 2012 by W.W. Norton & Company.

When the Bronx was burning in the 1970's, Ray Negrón was your typical young Yankee fan. The team was struggling, there was a new owner in town, and their home borough was lost in a sea of despair. However, one summer day in 1973, the teenager got caught with a can of spray paint scrawling graffiti on a Yankee Stadium wall by a none too amused George Steinbrenner. But instead of punishing the young man he hired him as a Yankee batboy.

Yankee Miracles is the story of that pivotal moment and its remarkable aftermath. Negrón transformed from street kid to batboy and beyond. In recent years, he has emerged as a dynamic community leader, dedicating his own life to helping the sick and rescuing generations of city kids from unfilled lives. Yankee Miracles creates a portrait of baseball that is unapologetically affectionate. Through the lens of a baseball insider, who was given a second chance, Ray Negrón and Sally Cook have written a timeless book about the power of baseball to transform lives.

ABOUT LOUISE A. COHEN:

Host Louise A. Cohen works as a speaker, author, life and professional success coach and psychotherapist. (www.PositiveAttitudeCoaching.com). She brings a wonderful mosaic of life and professional experiences to her show for Voice America Variety network. She lived in a number of cities including London and Paris and traveled all around the world. In her early professional years, she satisfied her creative passions in the fashion industries of Manhattan and as a jazz vocalist. Unexpected life challenges inspired her to return to college and become a licensed psychotherapist. She continues to hone her coaching skills in Positive Psychology and her spiritual skills with a worldwide spiritual development organization dedicated to uncovering

your true potential to create a life of harmony, love and success. Louise decided to write her latest book, “Changing Obstacles into New Possibilities: Strategies For Achieving Life Success and Satisfaction”, because she saw a tremendous need in these chaotic times for a “simple little book” filled with basic strategies and inspirational quotes. She wanted to remind people “to keep trying” everyday to create a life of success and value. Louise also co-authored with Deepak Chopra, Jack Canfield, and Dr. Denis Waitley, Stepping Stones To Success – Experts Share Strategies For Mastering Business, Life and Relationships. And she was a contributing author in, The Gratitude Book Project: Celebrating 365 Days of Gratitude, Editor, Donna Kozik.

Cohen’s radio show, “Changing Obstacles Into New Possibilities” airs live on Tuesdays / 12 Noon Pacific Time, 2 PM Central Time and 3 PM Eastern Time on The Voice America Variety Channel. To access the show, log on at www.voiceamericavariety.com.

All shows will be available in Louise Cohen’s Content Library on The Voice America Variety Channel for on-demand and pod cast download, www.voiceamericavariety.com.