

PASSION TO CREATE

YOUR INVITATION TO CELEBRATE

by Cheryl Cecchetto

In her new, inspirational and fascinating autobiography, *Passion to Create – Your Invitation to Celebrate*, Hollywood's premiere special event producer, Cheryl Cecchetto invites you beyond the velvet rope into the apex of the most prestigious, star-studded celebrations in the world.

Cheryl's inspiring journey includes beautiful images of landmark special events including the internationally renowned Academy Awards® and Primetime Emmys® Governors Balls, produced by her company, Sequoia Productions. *Passion to Create* is also replete with Cheryl's sage advice for creative business owners.

Passion to Create has chronicled Cheryl's unique, unexpected, yet always driven career path, sprinkled with incredible stories and anecdotes not normally available for general consumption. She offers delicious family recipes, as well as recipes direct from the celebrity chefs who so famously entice the palettes of her A-List clientele. Cheryl also shares many Hollywood-inspired party-planning tips from weddings, to business events, to home entertaining.

CHERYL'S CREDO: "INTRODUCE AND REUNITE PEOPLE IN THE "CELEBRATIONS OF LIFE" THAT TRANSFORM AND TRANSCEND VIA ALL FIVE SENSES."

With humor and candor, Cheryl details the collaborative inspiration and challenges behind her cutting-edge creations, as well as the "behind-the-scenes" drama and hilarity that often come with the territory. She also offers her philosophy on work ethic, service, generosity, family, and balance.

"How can I keep this all to myself?" quips Cheryl. "Here's your front row seat and backstage pass to two very different Hollywood worlds, in front of and behind the curtain. Perhaps you'll find yourself inspired to do a little Hollywood-style entertaining of your own. The memories (so far) are rich, and the stories (so far) that I will tell my grandchildren I am already testing on family and friends. I'm thrilled that people are intrigued, want to be here more, and laugh in all the right places!"

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CHERYL CECCHETTO

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