

SUZANNE LETOURNEAU

"You are only invulnerable when you are in fear."



She's energetic, passionate, and has a contagious joie de vivre

Author of **SOAR With Vulnerability: 11 Insights to the Full Enjoyment of Your Life**, Suzanne Letourneau, is making it her mission to inspire audiences to **Get curious. Be outrageous** and "step up to their true selves." Now with the launch of her newly-published book, she is set to use her triumphs over trials and her colourful life experiences to help others create life-changing opportunities.

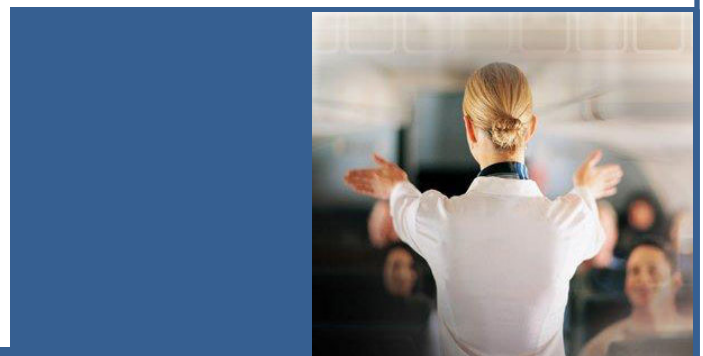
Born in Montreal, Canada on January 16, 1956, Suzanne knew about struggles early on. Unable to afford a college or university education for their three daughters, her parents instilled the good old-fashioned virtues of hard work, commitment, and responsibility into their children.

Suzanne was a curious, creative and adventurous young girl who became an entrepreneur at the age of 15. With 14 models by her side, she put her business-savvy skills to work and presented fashion shows at various venues in Montreal. She created, choreographed and modeled in each one, while working her way through high school. She finished grade eleven, held multiple industry positions and then began a career as a flight attendant for Air Canada in 1979.

Suzanne enjoyed a successful 26-year career in the global skies, during which long flights and lengthy stopovers often sapped her of energy. That's when she came up with the idea of a rejuvenating spa experience for travellers that were to be located

in airports. As a former spa manager and airline crew member, Suzanne knew that people needed a place to recoup and regain their energy.

So in 2000, she created and operated O₂raOxygen, with its premiere location in Calgary International airport. "O₂raOxygen was intended to redesign the traveller's time at the airport, making it an energizing and unforgettable experience," says Suzanne. "Someone needed to alleviate the debilitating problem of jetlag and travellers had to arrive at their destination alert and ready for business or other activities."





O₂raOxygen in Detroit, MI in 2002

The airport spa offered a comfortable oxygen-enriched air lounge in which travellers could watch relaxing videos and take advantage of a host of services (therapeutic massage, manicures, pedicures, aromatherapy, showers, and the oxygen lounge) designed to reduce stress and enhance oxygen levels in the skin and body. O₂raOxygen was the first spa of its kind in the world, and soon became an award-winning business and the talk of the travel industry.

Thanks to the help of private international investors, who believed in the concept and Suzanne's ability to bring it to reality, the business thrived. But in 2004, it sadly became the centre of a brewing storm that would change Suzanne's life forever. Irreconcilable differences between all parties involved in the business resulted in the demise of Suzanne's association with O₂raOxygen. It was a life-altering disappointment, but a time of great reflection about her personal weaknesses, her fears, and the dismantling of her defenses. It was an inner journey that would eventually be revealed and shared in her new book **SOAR With Vulnerability**.

Equipped with life skills, street smarts, knowledge from devouring many books, and numerous self-study programs, Suzanne embarked on a new mission: to inspire others, through her candid truths, trials and her own authentic vulnerability and to find the true essence of who they are.

"Vulnerability to me is the ability and the conscious decision to always show up as YOU," says Suzanne. "Vulnerability really is to dare to be more than who you think you are. Dare to be YOU. And dare to live YOU"



About the Book

When Suzanne began to write **SOAR With Vulnerability: 11 Insights to the Full Enjoyment of Your Life**, in 2010, it was an emotional and self-actualizing path that documented the situations in which the focus of who she was—her personality, character, business sense, and drive—was tested during the struggle to save her business and then surrender to its eventual loss.

"I began the work on vulnerability when I needed to heal myself from a pain so deep and from a place where I could not see my way out," says Suzanne. "Losing the business was like losing a child—my life purpose."

SOAR With Vulnerability inspires readers to embrace their weakest moments through a series of 11 powerful insights. These storytelling nuggets and masterful principles, aim to help readers reach new and profound levels in their lives, allowing them to let go of their superficiality and step into their real life purpose. With a focus on women, **SOAR With Vulnerability** takes readers on a flight towards living freely.

"I want women to know their WHY and make sure they honour it in their authenticity and integrity," says Suzanne.

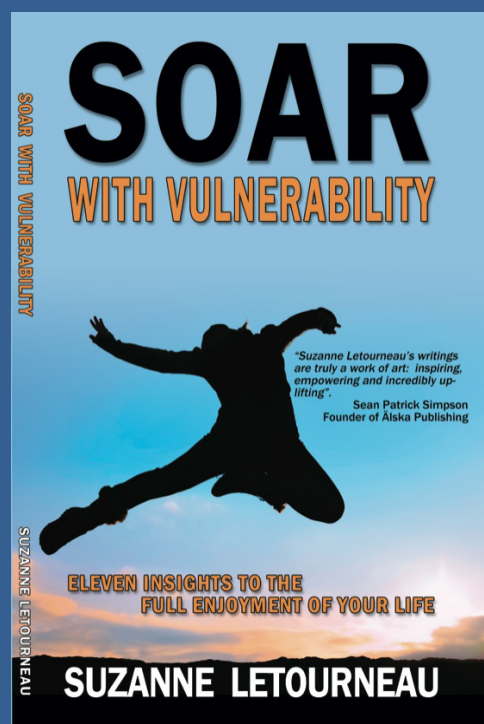


As an author and powerful speaker at seminars, women's conferences, and networking events, Suzanne continues to share her strategies and realizations from her personal experiences in a candid, inspirational, and genuine manner. And she is always inspired by real life stories around her, and by observing how some people SOAR, while others need the help of a new set of wings. Suzanne's speeches and literary works have gained her international exposure from audiences around the world including Israel, Italy, France, the U.S., Africa, Germany, Korea, and India.

Suzanne has also co-authored two books: *Adventures in Manifesting Health & Happiness* and *The Unstoppable Guide to Emotional Well-being*. But it is the main message of her book **SOAR With Vulnerability: 11 Insights to the Full Enjoyment of Your Life**, that defines her work today.

A self-proclaimed "expert at reading between the lines...feeling and listening to the pain of what someone is saying and especially to what they are not saying," she puts her followers in touch with their true vulnerability and sensitivity, creating a channel of trust and openness.

"Through my book I hope to encourage my audiences to step up and dare to get out of their comfort zone. Be inspired to open their hearts to their own stories, take action, and free themselves to reveal their uniqueness"





Today, Suzanne is in demand to share her insights on vulnerability at local and international events through her book

SOAR With Vulnerability: 11 Insights to the Full Enjoyment of Life.

She has also honed her business skills and creative skills in the video production of short films, design, and online marketing.

Expertise & Way of Life

Thanks to her productive and fruitful years in the wellness industry (a partner at the Sunfit Spa of the Hilton Hotel in Barbados, West Indies, and Canada, the spa director for the Inn at Manitou, Spa & Tennis Resort, a personal trainer at a holistic fitness centre & the owner of her own fitness center in Woodbridge, ON), Suzanne still maintains her interest in traditional and non-traditional health and wellness. She lives a healthy and soulful life all-ways.

She is spiritually, physically, and professionally active in many personal and public arenas as a fundraiser and speaker. Continuing to use her strong business skills, her wellness knowledge and her experience in the airline industry, she develops multiple personal and professional projects that launch her further into her work to help others build a connected and trusting environment through their vulnerability.

When she is not fulfilling her life mission, or keeping up with the philosophies and works of humanitarians and activists like Sir Richard Branson and Lynne Twist, Suzanne enjoys a round of golf with her partner of 21 years, Stan Schwartz. "He reminds me of how important it is to play because life isn't just about all work!" She also immerses herself in a multitude of books (*her few favourites: Law of Success, A Course in Miracles, The Power of Now*). Together the couple travels to warm destinations like Arizona, the Bahamas, Puerto Rico and Key West (where Suzanne loves to swim with dolphins in the open ocean) and other destinations where their passion for people and cultures await them.

As an author who strives to add colour to her life and to those around her, surprisingly her favourite colours are black and white. But it is a true testament to what she believes: that we all have a clear (black or white) purpose and that purpose is real. We just have to find it, reveal it, and then use it to the best of our ability.

"What I know for sure in life is that I create my own reality and my own limitations," says Suzanne. "Before our physical life comes to an end, we have to bite into life with everything we've got right now."

With her sights set only on the future now, Suzanne Letourneau is set to create "a SOAR movement that will have a ripple effect on how we live our lives and engage with who we are...So Get curious. Be outrageous....and stay tuned!"

FOR MORE INFORMATION:

Geneviève D'Souza
Media & Promotions Manager
GCommunications
416.801.2171
genevieve@gcommunications.net

