FOR IMMEDIATE RELEASE

From Television News to Costa Rica and Back Home: Huron County Author Launches New Book on the Courage to Reinvent Your Life

HENSALL, ONTARIO | November 3, 2026 — After a career that has taken her from television newsrooms in Toronto to a decade of living and working in Costa Rica, author and entrepreneur Meg Pearson is bringing her story home with the launch of her new book, *The Brand That Breathes*.

Part memoir, part invitation to rethink what it means to live authentically, *The Brand That Breathes* is a personal development book with a business twist, exploring what happens when the identities we've built no longer reflect who we're becoming.

Drawing on more than two decades of personal and professional reinvention, Pearson challenges conventional ideas about success, consistency, and the pressure to remain committed to a version of ourselves we've outgrown.

Through personal stories and practical insights, the book encourages readers to embrace change and build lives and businesses rooted in integrity rather than expectation.

"Every meaningful pivot in my life began when my integrity became more important than my identity," says Pearson. "I wrote this book for anyone who has ever felt that quiet knowing that something in their life no longer fits, but hasn't quite found the courage to do something about it."

Pearson's journey has been anything but conventional. From a successful career in television news to becoming a chef, wellness educator, and entrepreneur in Costa Rica, she has navigated multiple reinventions, often walking away from opportunities and identities she once worked hard to build.

Now living in Huron County, Pearson is drawing on those experiences to encourage others to question what success means to them and recognize that changing direction doesn't necessarily mean starting over.

A Community Book Launch

Pearson will celebrate the release of *The Brand That Breathes* with a community book launch on Sunday, November 29, at Studio 111 in Hensall, Ontario. The afternoon will include an author conversation, a reading from the book, opportunities to connect with the author, and a book signing.

Guests will also have the opportunity to purchase signed copies in time for the holiday season.

Event Details

- **Date:** Sunday, November 29, 2026
- **Time:** 2:00–4:00 p.m.
- **Location:** Studio 111, 111 King Street, Hensall, Ontario
- **Admission:** Open to the public

About the Author

Meg Pearson is a Canadian author, speaker, entrepreneur, and breathwork facilitator whose unconventional career has taken her from television newsrooms to the wellness industry and into digital marketing and entrepreneurship.

She is the founder of Rebel Soul Media, where she helps entrepreneurs build brands and businesses that reflect who they actually are.

The Brand That Breathes is her latest book, exploring identity, reinvention, and the courage to choose integrity over expectations.

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Author photographs, book cover images, and interview opportunities are available upon request.