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Sheer Determination, Swimming Upstream in a Downstream World
In New Book, Kay Hirai Reveals What it Takes to Build a Successful,
Socially Responsible Business

SEATTLE, WA, MAY 4, 2017 -- In recalling her 40+ years experience building an award-winning salon, Kay Hirai explains how to awaken your passion, build your business, change the world and love your life.

“Most of us work hard to make good things happen. We work to sharpen our skills. We put in long hours. We put ourselves out there and do our best to serve others. Perhaps most importantly, we try to see the good in the world. Yet, it is easy to forget the core values that lie deep within us, waiting to be awakened. It is essential to dig deep and uncover those values. If we don’t make that effort, there is no passion, joy, or purposeful direction to our lives and we end up feeling lost or unfulfilled.” (*Sheer Determination, Swimming Upstream in a Downstream World*, 2017, ISBN 978-1544825649, \$14.95, www.KeikoKayHirai.com)

More than just a book about business, Kay Hirai shares stories of her early struggles learning English to securing her first bank loan, to learning how to create and manage a cohesive team and finally becoming a successful entrepreneur and philanthropist. This interactive book features QR codes linking readers to inspirational videos.

Visit www.KeikoKayHirai.com for a complete author bio, print-quality photos, author Q&A, and for a free sample chapter.

About the Author: Kay Hirai is a successful entrepreneur and owner of Studio 904 on Mercer Island, WA. She has written two other books, “Yumi’s Life Lessons” a collection of stories taught to her by her beloved Jack Russell Terrier and “Keiko’s Journey” which chronicles her childhood in Japan during WWII. Kay Hirai regularly hosts charity events at her salon and now lives on Mercer Island with her husband and dog.

About the Book: For more information about *Sheer Determination*, visit www.KeikoKayHirai.com. Additional author information and promotional images are available at www.KeikoKayHirai.com. To request a review copy or to schedule an interview with the author, please contact Elizabeth St.Andre, standre4@gmail.com, (206) 954-8165.

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