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**ESTABLISHED PROFESSIONAL OFFERS A ‘MANUAL FOR LIFE’ IN A BOOK
TITLED *THE AMBITIOUS COLLECTIVE* TO START A MOVEMENT**

Pembroke Pines, FL---A proud Florida resident and Grenadian national, Camasha Cevieux has the perfect immigrant story. At the age of 44 she has penned the most eloquent book disguised as a ‘manual for life’ entitled *the Ambitious Collective*. Having had careers in both corporate and public arenas, her experiences have framed a guide that supports *Ambition* and identifies the need to foster room for its maintenance and continuity.

Cevieux has also made hometown history, having been crowned Florida’s 1st Black Junior Orange Bowl Queen which enlisted her into the Black Archives. Known as Camasha Alexander during her reign now Camasha Cevieux; she has grown up, married, given life to two girls; and now birth to *the Ambitious Collective*.

Cevieux intimates that, “the book stands as the cathartic release for a series of eventful professional experiences. Denoting that trials and tribulations never come with a manual.” Cevieux, designed *the Ambitious Collective* to be such a thing, as a way of support others with a handbook she didn’t have. Most notably, it assures readers that their own *Ambition* is needed. The *Ambitious Collective* book places the reader as a champion of their own life. Written in chapter long prose, *the Ambitious Collective*’s words and illustrations offer the concept of *Ambition* as the opposite of a dirty word, important to this world and as an announcement to readers that they are responsible to its continuity.

Cevieux opens *The Ambitious Collective* by exposing her challenges with a transparency declaring “*This book was written at a time that I had become the offering,*” A powerful acknowledgment of words as a way to embody her journey and confess the book as a tool during times of consequence.

Intentionally not written in journal format, Cevieux cunningly utilizes metaphors and wordplay to let the reader see themselves and her at the same time.

Cevieux has established an intentional movement that engages the reader, offers talk backs and merchandise to be spotted in a crowd or as a witness that can converse and advocate its promise through *the Ambitious Collective*. Access *the Ambitious Collective*’s way through Cevieux’s website www.theambitiouscollective.com or follow the book’s Instagram page @collectivelam. For press inquiries contact theambitiouscollective@gmail.com.

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