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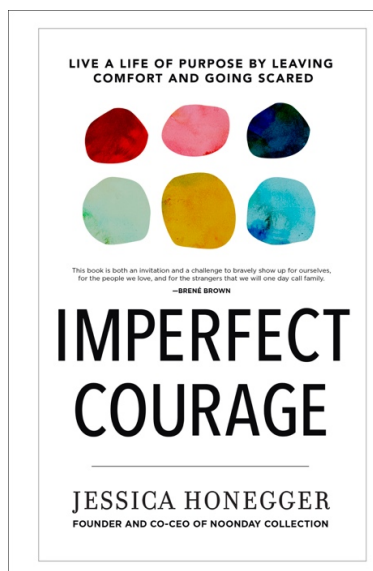
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SOCIAL ENTREPRENEUR AND PIONEER JESSICA HONEGGER RELEASES ANTICIPATED FIRST BOOK

In "Imperfect Courage," the founder and co-CEO of Noonday Collection encourages readers to acknowledge their fear and then run towards it to fulfill their dreams.

"Jessica's perspective of global sisterhood and the power of lifting each other up in the midst of fear and scarcity is exactly what we need today. This book is both an invitation and a challenge to bravely show up for ourselves, for the people we love, and for the strangers that we will one day call family. I say, Amen!"

– Brené Brown, Ph.D., Author of the #1 New York Times bestseller "Braving the Wilderness"



AUSTIN, Texas – August 14, 2018 – As a social entrepreneur and founder and co-CEO of Noonday Collection, Jessica Honegger aims to do everything with boundless courage. But just as happiness is not the absence of sadness, and faith is not the absence of doubt, courage is not the absence of fear. In her highly-anticipated book, "Imperfect Courage: Live a Life of Purpose by Leaving Comfort and Going Scared" (Waterbrook Multnomah; ISBN: 9780735291294, August 14, 2018; \$26.00), Honegger shares her inspiring story to drive her readers to have the courage to

acknowledge fear, be uncomfortable in it and run towards their dreams. Jessica's roaring success informs her unique perspective: Noonday ranked no. 45 in *Inc. Magazine's* 2015 list of the 5,000 fastest growing companies in America. The same year, *Inc.* also recognized Noonday as the third-fastest-growing American business owned by a woman. In 2017, Jessica received the prestigious Ernst & Young Entrepreneur of the Year award. "Imperfect Courage" serves as motivation for readers to stop worrying about what could go wrong and instead, jump in feet-first to achieve what that were put on this Earth to do.

In "Imperfect Courage," Honegger shares a rare, behind the scenes look at her highly-successful business and her journey to get there. Noonday Collection is the largest fair-trade jewelry company in the world, but it began as a big dream in a tiny guest room. "Imperfect Courage" also explores other human areas, including the complex realm of international adoption. Honegger shares her own struggles, gambles and victories through stories about business and family. She says: "Instead of waiting for fear to subside, I had made it my friend. Because when you've got a vision, you don't have time to wait around for your fears to vanish before you start moving. Perhaps the hero's journey is not for a few brave people after all, but an invitation to me, to us all, to rally our courage and go do the thing we're meant to do."

Honegger shares stories of motherhood, partnership, friendship, entrepreneurship demands, guilt as a working mom and as a white woman born into privilege, and much more. All of these topics she covers over three sections in "Imperfect Courage." These sections include:

- **Part one, Taking on fear.** "Imperfect Courage" urges us to stop watching and worrying about wrongs in the world and instead become part of the solution. Honegger pushes readers to see that courage is acknowledging fear and then chasing our biggest dreams, even those that scare us.
- **Part two, Pushing for collaboration.** Honegger recognizes that collaboration leads to expansion and growth. "Imperfect Courage" shows the many ways this truth has aided Honegger in her highly-successful business along with situations in her personal life.
- **Part three, Embracing and pursuing what we are individually meant to do.** This book serves as an open invitation for other dreamers with big ideas. Honegger longs for readers to explore their passions. She inspires readers as she tells the stories of the many trials and hurdles she has overcome in making her pursuits come to fruition.

Honegger is vulnerable, insightful, and warmly funny. In "Imperfect Courage" she conveys urgency, exudes relatability, and offers hard-won

wisdom. “What do you do when you are strapped for cash? You start a fair-trade artisan-made fashion company. Duh,” Honegger writes. “And what do you do when you have no cash to start that business? You pawn your precious heirloom jewelry at the seediest pawnshop in town. Oh yeah, girl. Nothing like a few twists and turns to keep you on your toes.”

ABOUT JESSICA HONEGGER

Jessica Honegger is a pioneer. As founder and co-CEO of Noonday Collection, the world’s largest fair-trade jewelry company, she has created a new breed of social entrepreneurship that empowers women, connects cultures, and celebrates handmade beauty. Her path to award-winning business leader was anything but traditional: from serving as a midwife in Bolivia, to earning her Master’s degree in Education, to renovating and selling houses in Austin, Texas, Jessica has followed her heart down several paths, gaining once-in-a-lifetime experiences that all still guide her decisions today. A mom to three, she is also a passionate adoption advocate who initially launched Noonday Collection to help raise the needed funds to bring her and her husband’s third child home. Jessica shares her story, along with heartening encouragement, in her compelling new book, **IMPERFECT COURAGE: LIVE A LIFE OF PURPOSE BY LEAVING COMFORT AND GOING SCARED**, available August 14, 2018, and each week through The Going Scared Podcast.

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