

—LYME MADNESS—

"Everyone Needs to Read Lyme Madness." —C. Norman Shealy, MD, Neurosurgeon & Holistic Medicine Specialist

LYME MADNESS: Rescuing My Son Down the Rabbit Hole of Chronic Lyme Disease

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MARKETING

- Radio, TV & Print Media Campaign
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- Public Library Campaign
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- Speaking Engagements

COMPARATIVE TITLES

- How Can I Get Better?: An Action Plan for Treating Resistant Lyme & Chronic Disease by Richard I. Horowitz, MD
- Why Can't I Get Better by Richard I. Horowitz, MD
- Believe Me: My Battle with the Invisible Disability of Lyme Disease by Yolanda Hadid (*Amazon #1 Bestseller in Special Needs Biographies*)



LYME MADNESS launched as the #1 New Release in the category of Immune System Health on Amazon.com

All Lyme Sufferers, Doctors & Health Professionals Must Read This. Lyme Disease Is A Pandemic Affecting Millions of People Worldwide, and It is Growing.

A medical doctor who wrote a review on amazon.com says: "This book is a must read for Lyme patients and their friends and family ... but ESPECIALLY doctors and health professionals who generally lack knowledge regarding how to diagnose and treat Lyme patients. It delves not only into the details of how patients can navigate this 'do it yourself' disease but also into the politics regarding how we got to where we are today -- with Lyme being the fastest growing infectious disease in North America and yet so few doctors understand it leading to persistent missed and mis-diagnoses."

ABOUT THE AUTHOR: Lori Dennis, MA, RP is a registered psychotherapist in private practice in Toronto, Ontario, Canada. Ever since her adult son fell ill in the fall of 2012, her only focus has been to help him get well. Little did she know at the start of this medical odyssey just how deep and unending this rabbit hole would be. While helping her son navigate his medical journey from "no answers" to continued recovery, she was determined to write this book to help others navigate this long and arduous path from illness to wellness—the overwhelming and complicated trek that comes with having chronic Lyme disease. She was also determined to provide a platform for other Lyme sufferers to have their voices heard in an effort to end the madness. A madness where millions are suffering around the globe while mainstream medicine continues to turn its back on the sick and infirm."

"The best book about Lyme disease I have ever read." — from [amazon.com reviews](https://www.amazon.com/reviews)