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**Not In The Pink Not A Typical Cancer Memoir:  
“Cancer is not a gift. A gift comes with a receipt and you can take it back.”**

**Grand Prairie, Alberta – July 15, 2015** - When visual artist Tina Martel was diagnosed with Stage Two B breast cancer she decided to document everything. Throughout her treatment she created a stream of sketchbooks, photographs, paintings and video, in response to and frequently in spite of what was happening to her. *Not in the Pink* is a “graphic narrative” of the pain, frustration and frequent hilarity of her day-to-day dealing with the eccentricities and bureaucracy of the medical system. It is also a candid and moving exploration of the expectations often placed on you once you are diagnosed with cancer: by the people around you, by society and ultimately by yourself.

Martel feels there are many myths surrounding breast cancer including that it’s not as difficult as other cancers. There is nothing easy about breast cancer or the treatment of it. “It’s a profound and life-changing experience,” says Martel. “You don’t just disappear for a few months and then come back to your life.”

Unlike some of the inspirational books on having cancer, she didn’t regard her disease as a gift. “Cancer is not a gift. A gift comes with a receipt and you can take it back.” And yet, throughout the memoir, Martel found humor in her circumstances and shared those with her readers.

Martel’s message has been well received by health bloggers, health radio shows and websites.

*Not In The Pink* has been a finalist in two categories (Art and Health/Cancer) of the 2015 International Book Awards. The book was launched in conjunction with Martel’s art installation *Not In The Pink: The Creative Process* at the Art Gallery of Grand Prairie in Alberta. The Art Gallery is one of the largest public art galleries in Canada. The installation is schedule to open in Calgary in November 2015.

Not In The Pink is available through the author’s website, [notinthepink.ca](http://notinthepink.ca) and [amazon.com](http://amazon.com).

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