



CHEF BROTHER LUCK

AUTHOR OF "NO LUCKS GIVEN"

www.ChefBrotherLuck.com



About Chef Brother Luck

Chef Brother Luck is an award-winning chef, entrepreneur, and advocate for the pursuit of self-discovery. With a childhood marked by humble beginnings, Brother is on a mission to prove to others that while our past is forever a part of who we are, it does not determine the people that we become. By drawing on his own childhood trauma, Brother uses his life as a testament to prove how pride, courage, determination, and perseverance helped him survive early life challenges and empowered him to achieve great success in the face of adversity. Today, Brother has earned a reputation as a celebrity chef through appearances on Chopped, Beat Bobby Flay, and Top Chef, and also as a successful business owner with the establishment of his restaurants Four by Brother Luck and Lucky Dumpling, both located in his home of Colorado Springs. This fall, Brother Luck will release his memoir "NO LUCKS GIVEN," taking off the white chef's coat and going beyond the kitchen to relive his own turbulent life story with the goal of teaching readers that even when life gets hard, there is hope.

What Makes Chef Brother Luck Special?

- Beyond the kitchen, Brother is an active member of his community as a leader in mental health awareness. In today's digital age, Brother understands the tendency to compare ourselves to the highlight reels of other people. Leveraging the power of social media to challenge this habit and prove that we are worthy, Brother created the #NoLucksGiven movement. Searching this hashtag across social media will yield countless testimonies shared by Brother about his own journey with mental health and depression to break through the lack of authenticity and vulnerability online.
- Brother Luck is passionate about empowering those behind him in the pursuit of self-discovery by putting his own pain on display. He aims to equip the rising generations with life lessons that took him decades to learn in an effort to restore hope in a disconnected society. This includes the danger of chasing validation, how trauma can serve as a crutch, and why worthiness is not correlated with success.
- Before he became a culinary leader and entrepreneur, Brother Luck learned the value of mentorship from his involvement with C-CAP, a non-profit organization that provides pathways for success in the culinary arts to underserved teens. For years, Brother watched the leaders of C-CAP invest in him, and began to form his own convictions about mentorship based on their example. Brother argues that we become mini-versions of our mentors by mimicking what they teach us and credits his mentorship style to that of mentors from his early life. Above all, he learned and still believes that the most valuable quality of a good mentor is humility.
- Brother's identity is not his profession, and subsequently, his definition of success is not attached to his career accolades. Instead, his benchmark for success lies in his ability to empower others to acknowledge their pain and be vulnerable to therefore become better friends, mentors, bosses, siblings, neighbors, spouses and more.

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NO LUCKS GIVEN

LIFE IS HARD, BUT THERE IS HOPE

Fall 2022

No Lucks Given

Life is hard, but there is hope

by

Brother Marcellus Luck IV
with Marcus Costantino

About "NO LUCKS GIVEN"

What would the world look like if more of us cared for more people? What if we were vulnerable in sharing our whole story, the good and the bad, and not just the highlight reel? How could our stories, if authentically told, help others through their pain, grief, or depression? In his new memoir, "NO LUCKS GIVEN," Chef Brother Luck shares the dramatic story of his childhood, the life lessons he learned on the streets, in kitchens, and in counseling sessions, and compels us to both ask for help and do the hard work of helping others. Through the lens of his own priorities—faith, family, and food—Brother sets the table for meaningful conversation by acknowledging his pain, being vulnerable, and sharing the wisdom he has learned from his mentors.

Why "NO LUCKS GIVEN"?

- Brother Luck’s journey to becoming a successful celebrity chef is due to anything but luck. In "NO LUCKS GIVEN," Brother gives a raw account of the obstacles he faced from the tender young age of 10—the death of his father, the struggles of his single mother, the abuse he encountered in his low-income neighborhood, and his struggle with drugs and alcohol to cover up the pain he felt.
- Having struggled with mental health throughout his life, Brother understands the importance of being open and vulnerable with your story. A fierce advocate for mental health awareness, Brother, is on a mission to help those struggling know that they’re not alone in their feelings or experiences and doesn’t hold back in the pages of "NO LUCKS GIVEN."
- Social media showcases highlight reels, but those aren’t real life, and they only set people up for failure. "NO LUCKS GIVEN" shares the good, the bad, and the ugly—unfiltered—and encourages readers that their stories matter, just the way they are.
- Our lives are more similar than we tend to believe. Everyone has a story, but we downplay them because we don’t think they’re important enough. However, "NO LUCKS GIVEN" proves that we can harness the power of connection by sharing our loneliness, anger, and pain, which may forever change the trajectory of somebody else’s life.



Potential Topics:

Mental Health

- PTSD: It doesn't only affect service members
- How Anthony Bourdain's death forced Brother Luck to face his demons
- If you're one thing, be vulnerable
- How highlight reels are hurting humanity
- Treat mental health like an airplane oxygen mask: Help yourself first
- Don't let trauma turn into a crutch that holds you back

Motivation

- There's power in your story
- Redefining success beyond societal norms
- Why you should prioritize authenticity over assimilation
- How to stop chasing validation
- Joy vs. Happiness: Joy is internal and happiness is external

Mentorship

- How different might the world be if we all cared for others?
- What qualities to look for and avoid in a mentor
- Transitioning from the mentee to the mentor
- How to instill hope to those often overlooked in society

Culinary

- How physical hunger introduced Brother Luck to a culinary career
- Brother Luck's uphill climb to becoming a celebrity chef
- Careers Through Culinary Arts Program (C-CAP)
- In the kitchen, there is no social status

Faith

- The faith that keeps Brother Luck going
- What it means to give it all to God during seasons of uncertainty

Race

- Race in America: What it's like to be biracial in America today



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Suggested Interview Questions

- You're a celebrity chef that many will recognize from your time on Top Chef, Chopped, and Beat Bobby Flay. Tell us what it's like to be recognized for your culinary skills and appearances.
- You've recently written a memoir, No Lucks Given. What does that title mean?
- You've had to work hard for everything you've achieved—you weren't handed your career or success by any means. What did growing up look like for you?
- How did you get into cooking? What made you want to be a chef?
- Tell us about the mental break you had on the set of Top Chef. What happened, and how did that force you to make some changes?
- You are incredibly vulnerable about sharing everything you've been through. Is that hard? Why is that important to you?
- Has it been difficult for you to face your own pain in an effort to empower others?
- You are a fierce advocate for mental health. Tell us about the work that you do on the advocacy front.
- Highlight reels can serve as a detriment to mental health. How do you believe we can collectively use social media in a more authentic way?
- What advice would you offer to the next generation about seeking validation?
- Learning from our mistakes is just as important as learning from our victories. How can we encourage honest conversation about the good and the bad in our lives?
- How can we support those who may be struggling with their mental health?
- How did you and your restaurants fare during the pandemic? What was that time like for you?
- What lessons do you hope readers take away from your memoir?
- Who are some leaders in the mental health space that you look up to?
- Why do you believe that it is so hard for people to ask for help?

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