



Talaya Frazier

Founder

However, it sparked a new passion, and she became a competitive marathoner with over 30 marathons, ten of those being consecutive Boston Marathons in honor of children. In 2012, she completed the Boston Marathon on a broken femur inspiring Power Bars' "Stronger than You Think" campaign.

As the May 2012 Runner's World Cover model, she ran in honor of Skylar, CC4C's first child. In 2014, Talaya's Boston Marathon medal was presented to Governor Rick Perry in honor of all CC4C children.

Talaya dedicated 12 years of leadership to CC4C ensuring its stability before strictly transitioning to the board. In 2023, she rebranded her jewelry business founded in 1997 which she had paused while establishing CC4C. Genesis Fine

Jewelry spreads the Word of hope, healing and promise through timeless pieces. Talaya married Kenny Frazier while at Texas A&M University. They have two daughters and attend Austin Ridge Bible Church. Talaya cherishes quality family time, is a wellness connoisseur, and enjoys all activities in the outdoors.