



## **FOR IMMEDIATE RELEASE**

Media Contact: Biviana Franco  
Founder, Feel Beautiful Today  
T: 770.757.1188  
[www.feelbeautifultoday.org](http://www.feelbeautifultoday.org)

### **Feel Beautiful Today Reaches a Major Milestone**

#### **2,000 Boxes of Love Donated to Date**

**Roswell, GA** (November 13, 2013). Feel Beautiful Today®, a 501(c)(3) non-profit organization designed to bring encouragement, hope, and love to women affected by cancer proudly announces the achievement of a major milestone in its history. The foundation recently donated its 2000<sup>th</sup> “Box of Love” to a cancer patient at a recent event hosted by DeKalb Medical.

“We are very excited about this major milestone because it signifies that our foundation has provided encouragement and support to 2000 brave women and young girls battling cancer in the Atlanta area”, says Biviana Franco, founder of Feel Beautiful Today. The 2000<sup>th</sup> “Box of Love” was created and donated at an event sponsored by DeKalb Medical for cancer survivors. In anticipation of this major milestone, Mrs. Franco unveiled a new design at the event, which she titled “Beautiful”, to commemorate the event.

Feel Beautiful Today has been partnering with more than eleven local area cancer centers and hospitals to serve women and girls affected by cancer through three innovative programs. The flagship program, “Boxes of Love”, is where volunteers donate their time to create one-of-a-kind bracelets that are then provided free of charge to cancer patients throughout the Atlanta area. The second, “Joined in Hope”, is a program where caregivers and their patients each create one part of a necklace and later combine the two pieces to celebrate their union. Finally, the “Patient Workshops”, hosted by cancer centers and hospitals, allow the patients themselves to select a design that moves them and, with the help of Feel Beautiful Today volunteers, create a beautiful bracelet that is designed to provide a constant source of encouragement and be an enduring reminder that they are not alone in their fight.

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## **About Feel Beautiful Today**

Feel Beautiful Today®, is a 501(c)(3) non-profit that was established in September of 2010, with a singular mission of providing love, hope and encouragement to women and girls affected by cancer. Over 40% of people born today will get cancer during their lifetime based on current rates of cancer incidence, according to the government's National Cancer Institute. Nearly everyone has had a loved one or friend touched by cancer. In the case of the founder, Biviana "Bivi" Franco, when this terrible disease touched several close friends and relatives, she felt compelled to find a way to help. The organization is entirely staffed by volunteers. This enables the organization to invest more than 90% of the donations received into fulfilling its mission. To date more than 2000 "Boxes of Love" have been donated.

For more information, please visit our website, [www.feelbeautifultoday.org](http://www.feelbeautifultoday.org) or send us an email, [info@feelbeautifultoday.org](mailto:info@feelbeautifultoday.org).

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