



*Feel Beautiful Today*

**FOR IMMEDIATE RELEASE**

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### **Feel Beautiful Today Celebrates Another Major Milestone**

Three Years of Service to Women and Young Girls affected by Cancer.

**Roswell, GA** (August 19, 2013). Feel Beautiful Today®, a 501(c)(3) non-profit organization announces that on September 10, 2013, it will celebrate its 3<sup>rd</sup> year anniversary of service to cancer patients in the metro Atlanta area. For the past three years, FBT has been partnering with local beneficiaries-in-kind such as Atlanta Cancer Care, the Atlanta Ronald McDonald House Charities, Atlanta Women's Cancer Care, DeKalb Medical, Egleston Children's Hospital, the Rally Foundation, Scottish Rite Children's Hospital, the Atlanta Cancer Survivors' Network at Saint Joseph's and others, to provide love, hope and encouragement to women and young girls affected by cancer.

FBT delivers this encouragement and hope through its three innovative programs -- "Jewelry Workshop for Patients", "Boxes of Love", and "Joined in Hope." These programs have provided women and young girls with an enduring piece of jewelry that symbolizes hope, love and encouragement. These jewelry pieces are created by the patients at the "Workshop for Patients"; donated by volunteers through a "Box of Love"; or, as a joint exercise between the caregivers and patients during a "Joined in Hope" session. "Each program was created to provide the patient in crisis with a critical boost to their overall wellbeing," states Biviana Franco, the organization's founder. FBT's activities complement the medical community's effort to foster a positive healing environment for patients undergoing treatment by supporting the body-mind connection utilizing art in health as a way to lower stress and reduce anxiety. By developing these three programs that, separately and together, involve the patient and caregiver(s), the medical profession, and the community at large, FBT creates awareness in the community and allows the opportunity to groups of all ages to be part of this endeavor.

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Since its inception, these programs for cancer patients have been fully embraced by the patients, their families and beneficiaries-in-kind. “The feedback from the patients, social workers, nurse navigators has been very humbling and rewarding,” continues Mrs. Franco. “In cases where we cannot work directly with patients, FBT delivers “Boxes of Love,” as they are affectionately known, to them through a family member or hospital staff,” adds Mrs. Franco.

FBT is also proud to celebrate its long-standing relationship with the following Beneficiaries-in-Kind partners including: Atlanta Cancer Care, Dekalb Medical Center, Atlanta Ronald McDonald House Charities, Children’s Hospital at Egleston and Scottish Rite, Georgia Cancer Care, Rally Foundation, the Cancer Survivor’s Network at Saint Joseph’s Hospital, SEGO (Southeastern Gynecologic Oncology at Saint Joseph’s Hospital), Winship Cancer Institute at Emory Hospital, and Wellstar Health System’s Cancer Network. These partnerships have provided more than 1,800 women and young girls affected by cancer with a reminder that they are not alone, the motivation to keep fighting and the knowledge that someone cares and is thinking of them.

### **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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