



## **FOR IMMEDIATE RELEASE**

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### ***The National Charity League “Gardenia Chapter” Selects Feel Beautiful Today as a Service Project for their Annual Mother/Daughter Tea***

**Roswell, GA** (November, 2013). Feel Beautiful Today®, a 501(c)(3) non-profit organization, created in September 2010 with the mission of providing love, hope and encouragement to women and young ladies affected by cancer is proud to announce that it was selected by the National Charity League “Gardenia Chapter” as a service project. The service project, which took place on November 17, will immediately benefit 100 women and girls affected by cancer. The Gardenia Chapter is also making it possible for an additional 100 patients, at local cancer centers, to participate in their own jewelry making “Patient Workshop”.

The event was held in conjunction with the Gardenia Chapter’s annual Mother/Daughter Tea where the members sponsored 200 “Boxes of Love” to benefit women and girls affected by cancer. The event featured a workshop where the participants created 100 beautiful one-of-a-kind bracelets that will then be delivered to cancer patients in the Atlanta area to let them know that someone cares and wishes them hope, love and encouragement. “It was an amazing afternoon, thanks to the wonderful group of mothers and daughters from NCL. As a result of the Gardenia’s chapter support we now have 100 “Boxes of Love” to deliver to local area cancer centers for their patients”, says Biviana Franco, founder of Feel Beautiful Today. “What is even more exciting is that 100 additional cancer patients will be able to participate in our workshops, free of charge, and create their own “Box of Love” because of NCL’s generous donation.”

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### **About National Charity League, Inc (NCL)**

National Charity League is a non-profit national organization of mothers and daughters, grades 7-12, who join together in community service events at local chapters throughout the United States. Our mission is to foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences. Mothers and daughters work together as well as among their peer group, learning, growing and creating a positive impact in their local communities.

For more information, please visit our website <http://www.nationalcharityleague.org>.

### **About Feel Beautiful Today (FBT)**

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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