



## FOR IMMEDIATE RELEASE

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

### The Feel Beautiful Today Organization Reaches a Major Milestone

**Marietta, Georgia** – February 21, 2011 – The Feel Beautiful Today organization created in 2010 with the *mission of giving love, hope and encouragement to women affected by cancer through gifts of beautiful, hand-made jewelry*, announced the achievement of a major milestone. Through its network of volunteers and participating cancer centers, it has given away its 75<sup>th</sup> “Box of Love, Hope and Encouragement.”

Every month, Feel Beautiful Today volunteers and staff serve together to create one-of-a-kind jewelry pieces that are then donated to help women affected in some way by cancer. "It is a blessing to be able to make a difference in the lives of these women by giving the gift of hope and encouragement through our boxes of love," said Biviana “Bivi” Franco the founder and Chief Passion Officer behind this wonderful organization.

Feel Beautiful Today is also blessed to have so many volunteers who donate their time and passion to this excellent cause during the monthly workshops, which take place the last Friday of every month in the Alpharetta area, or by hosting a workshop at their home, school or church. Valerie Kierpa, one of its longstanding volunteers and now a board member says that “this is a great opportunity for mothers to share a moment of

-More-



*Feel Beautiful Today* More-

giving with their daughters, friends, or just anyone that would like to honor a woman affected by cancer, or give a living tribute to a loved one."

### **About the Organization**

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 several close friends and relatives were touched by this terrible disease, she felt compelled to find a way to help. Hence the birth of Feel Beautiful Today as a service project designed to bring encouragement and hope to women affected by cancer.

###