



## **FOR IMMEDIATE RELEASE**

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Rally Foundation for Childhood Cancer Research (Rally) is partnering with Feel Beautiful Today to participate in the "46 Faces" campaign.

**Marietta, Georgia** – Sept 1, 2011 –Every day, 46 children are diagnosed with childhood cancer in the United States. Unknown to many are the facts that children are afflicted by different types of cancers than adults, childhood cancer is the number one disease killer of children ages 0-15 in the U.S., and that childhood cancer research is severely underfunded each year.

With this in mind, September is childhood cancer awareness month, and this year the Rally Foundation for Childhood Cancer Research (Rally) is partnering with Feel Beautiful Today to participate in the "46 Faces" campaign. Rally will profile 46 children with cancer to create awareness for this issue. Feel Beautiful today is participating through donating 46 "Boxes of Love" to the mothers of children with cancer, as well as to another 23 young girls struggling with the disease. The Feel Beautiful Today foundation has provided these "Boxes of Love" to more than 150 women and young girls affected by cancer.

Since its founding in 2005, Rally has distributed more than \$2.2 million to more than 50 projects nationwide to support childhood cancer research, including basic science, fellowships and clinical trials.

### **About Rally Foundation for Childhood Cancer Research**

*Rally Foundation, a national 501(c)(3) non-profit organization based in Atlanta, empowers volunteers across the country to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and,*

*-More-*

*ultimately, cures. Cancer is the number one disease killer of children, and its research is severely underfunded each year. For more information on Rally, visit [RallyFoundation.org](http://RallyFoundation.org).*

**About Feel Beautiful Today**

Feel Beautiful Today was created in 2010 with the mission of giving love, hope and encouragement to women affected by cancer through gifts of beautiful, hand-made jewelry.

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