



FOR IMMEDIATE RELEASE

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Winship Cancer Institute of Emory University is a gift-in-kind beneficiary of the 2012 Feel Beautiful Today event.

ALPHARETTA, GA (February 2012). 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 through gifts of beautiful, hand-made jewelry*, is excited to announce a jewelry-making workshop to benefit patients at Winship Cancer Institute of Emory University during Patient Appreciation Week on Friday, April 6, 2012.

Winship Cancer Institute is the only National Cancer Institute (NCI) designated cancer center in Georgia. With a focus on moving research breakthroughs into new cancer treatment innovations, Winship Cancer Institute is committed to giving cancer patients the hope and care they need using the most cutting edge technology.

As part of Winship Cancer Institute's inaugural Patient Appreciation Week, Feel Beautiful Today volunteers and staff will be leading a jewelry-making workshop for up to 100 Winship patients. "We are honored to participate in this art therapy workshop and look forward to providing these patients with a bit of joy and hope during a difficult time in their lives", said Bivi Franco, Founder of Feel Beautiful Today. Participants can either keep the bracelets that they make or donate them to other cancer patients. "This could have a profound effect on both of their outlooks," said Franco.

All of the jewelry materials will be donated free of charge by Feel Beautiful Today, and its community volunteers will be on hand to assist the patients. The hope of both organizations is to affect positively the lives of the patients and others around them.

Feel Beautiful Today is proud to be associated with such a great organization and shares in

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Winship's belief that the next great discovery in cancer research and treatment can only happen with a focus on commitment, care, and collaboration.

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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