



*Feel Beautiful Today*

**FOR IMMEDIATE RELEASE**

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### **Feel Beautiful Today Celebrates the Launch of its Newest Program Hope Reigns**

Roswell, GA – (July 7, 2016) — Feel Beautiful Today (FBT), a non-profit organization created in 2010 with the mission of providing love, hope and encouragement to women and girls affected by cancer through Arts in Health programs, announces the launch of its newest program; Hope Reigns. This new program, designed to celebrate the warrior inside every cancer patient, is a symbolic commemoration of triumph giving patients the ability to ring a bell at the conclusion of radiation and chemotherapy treatments. Hope Reigns provides a bell free of charge to cancer patients so they may celebrate this important milestone in their journey. For every Hope Reigns bell that is rung, victory is proclaimed over this deadly disease.

“Hope Reigns, inspired by a personal story of a loved one’s triumph over cancer, brings hope to cancer patients by celebrating the warrior within.” said Biviana Franco, Founder and Director of Feel Beautiful Today. “The sound of bells ringing in our infusion suite symbolizes a beacon of hope for our patients. It gives patients, family and team an opportunity to celebrate the completion of treatment together in a meaningful way. We were thrilled when Feel Beautiful Today developed this wonderful program. This is the sound Hope makes. Every center that treats cancer patients should incorporate this special ritual for their patients,” stated Katherine Easton, Oncology Social Worker, Atlanta Cancer Care.

**Feel Beautiful Today:**

Headquartered in Roswell, GA, Feel Beautiful Today®, a 501(c)(3), was established in September of 2010 with the singular mission of providing love, hope and encouragement to women and girls affected by cancer through “Arts in Health” programs. The organization partners with cancer centers and hospitals who are focused on providing “Integrative Oncology” -- an approach that looks at the whole patient: body, mind and spirit. FBT is staffed entirely by volunteers, which enables us to invest more than 90% of the donations received into fulfilling our mission. Since inception, FBT has delivered our Arts in Health Programs to more than 4,000 women and girls affected by cancer. For more information about FBT, please visit our website at [www.feelbeautifultoday.org](http://www.feelbeautifultoday.org) or follow us on Facebook: Feel Beautiful Today.

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