



Feel Beautiful Today

FOR IMMEDIATE RELEASE

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Feel Beautiful Today Partners with Rally Foundation

To Provide “Boxes of Love” to Pageant Participants at Rally On the Runway 2014

Roswell, Georgia – April 7, 2014 – The Feel Beautiful Today organization, a 501(c)(3), created in 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 today that it will provide 22 “Boxes of Love” for the upcoming Fashion Funds the Cure – Rally on the Runway private shopping event and runway show – Thursday, May 1st 2014.

The proceeds from Rally On the Runway will support childhood cancer research across the country. An evening of fabulous silent auction and of course, professional models showing the latest spring fashions from Bloomingdale’s. But the highlight of the night will be Rally Kid girls strutting their stuff down the runway with Atlanta Falcons defensive tackle and Rally On the Runway Honorary Chair Corey Peters and fellow NFL players. These brave girls on the arms of strong NFL players will melt your heart.

Feel Beautiful Today is honored to be partnering with Rally Foundation as it continues to raise awareness and funds for childhood cancer research to find better treatments with fewer long-term side effects and, ultimately, cures. “We are proud to be associated with such a great organization. This is our third year offering our support to this amazing organization”, said Biviana Franco, Feel Beautiful Today Founder. “We appreciate the opportunity to bring a smile to the faces of these beautiful girls struggling with cancer, and their brave moms”, continued Franco.

FBT partners with more than eleven local area cancer centers and hospitals to serve women and girls affected by cancer through three innovative programs. The flagship program, “Boxes of Love”, is where volunteers donate their time to create one-of-a-kind bracelets that are then provided free of charge to cancer patients throughout the Atlanta area. The second, “Joined in Hope”, is a program where caregivers and their patients each create one part of a necklace and later combine the two pieces to celebrate their union. Finally, the “Patient Workshops”, hosted by cancer centers and hospitals, allow the patients themselves to select a design that moves them and, with the help of FBT



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volunteers, create a beautiful bracelet that is designed to provide a constant source of encouragement and be an enduring reminder that they are not alone in their fight.

About Rally Foundation:

Rally, a 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, ultimately, a cure. Rally received the Independent Charities Seal of Excellence and received GuideStar's highest rating.

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About Feel Beautiful Today:

Feel Beautiful Today®, is a 501(c)(3) non-profit that was established in September of 2010, with the singular mission of providing love, hope and encouragement to women and girls affected by cancer. 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 2010, FBT has delivered more than 2300 "Boxes of Love" to women affected by cancer.

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