



MONMOUTH COUNTY TEENS CALL ON COMMUNITY TO DELIVER HOLIDAY GIFTS TO LOCAL FAMILIES FIGHTING CANCER

Beauty Foundation Friends Plan “Adopt-A-Family for the Holiday” Program with Ashley Lauren Foundation

Marlboro, NJ – November 22, 2010 – The Beauty Foundation Friends (BFF), a new teen initiative, today announced that it is calling on the Monmouth County community to deliver holiday gifts and cheer to local families who are fighting cancer this holiday season. The BFF’s “Adopt-A-Family for the Holiday” program is a new partnership with the Ashley Lauren Foundation that will match up caring local families and organizations with cancer-stricken families who often struggle economically and emotionally during this time of year.

The BFF’s have brought together Monmouth county teens (age 11 to 18) who are motivated to help offset the economic hardships resulting from cancer treatment – by helping to raise money for everything from childcare expenses, groceries and wigs to uplifting gifts like sports tickets and laptop computers. Its first fundraiser, a Dance-A-Thon party to be held Thanksgiving weekend, has already raised more than \$20,000 attracting more than 100 teenagers from towns across most of Monmouth County.

The BFF’s have also enlisted the Marlboro High School Football team, which is committed to supporting and raising money for these families this holiday season through fundraising and gift card solicitation. These efforts are being led by Parker Hoch (sophomore), Frank Digangi (sophomore), Jay Kaplan (sophomore) and Anthony Natoli (senior).

Here’s how the “Adopt-A-Family for the Holiday” program will work - once an individual, family or business agrees to adopt a family they will receive one family’s “Holiday Wish List” containing gifts for the child who is fighting cancer and their siblings. The donor family will have the opportunity to purchase, wrap and hand deliver the gifts at Ashley Lauren’s holiday party, which is scheduled to take place on December 12 at the Manasquan River Country Club. In some cases, the gifts will be delivered to the family’s homes. If you would like to “Adopt-A-Family” please email bffadoptfamily@gmail.com or contact Monica Vermeulen, executive director at the Ashley Lauren Foundation at 732-4141625. You can also support the Beauty Foundation Friends by visiting www.firstgiving.com/bffdanceathon

ABOUT THE BEAUTY FOUNDATION FRIENDS

The Beauty Foundation Friends is a new Monmouth County initiative that will raise money to enrich and empower women and children fighting cancer. Working in collaboration with The Beauty Foundation and the Ashley Lauren Foundation, the BFFs

will host a series of fundraising events throughout the year to support both organizations.

ABOUT THE ASHLEY LAUREN FOUNDATION

The Ashley Lauren Foundation was founded by a woman with a passionate, focused vision of helping children in NJ who suffer from cancer - stemming from her own experiences with her daughter's diagnosis of cancer. She was immediately joined by three others that shared in that same vision. Their first Board Meeting, held at a local diner, brought like-mindedness regarding the plans and goals for the future of the organization. Thus, The Ashley Lauren Foundation was born and became incorporated with the State of New Jersey on July 6, 2005.