



MONMOUTH COUNTY TEENS LAUNCH NEW INITIATIVE TO EMPOWER WOMEN AND CHILDREN FIGHTING CANCER

The Beauty Foundation Friends Kickoff Fundraising Efforts With Holiday Dance-A-Thon Party

Marlboro, NJ – November 2, 2010 – A new Monmouth county teen initiative created to support and enrich the lifestyle needs of woman and children being treated for cancer will kick off its first fundraising event the Friday after Thanksgiving.

The Beauty Foundation Friends (BFF) Dance-A-Thon Party is the first of several fundraising events that will bring together Monmouth county teens (ages 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 Yankee tickets and laptop computers.

"When I was hospitalized, there were many weeks that went by where the only time I saw my friends were on video chat from an Apple computer which was donated to me," said Jackie Ceraolo, one of the founding members of BFF. "The money that we raise will take away some of the worries that people have while fighting for their lives," added Jackie's brother Kyle.

The founding members of The Beauty Foundation Friends include Carly (age 14) and Nicole (age 11) Berns, Kyle (age 12) and Jackie (age 15) Ceraolo and Kyle and Ben (14) and Erica (age 12) Palmieri. Working in collaboration with The Beauty Foundation and the Ashley Lauren Foundation, the BFFs will host its Dance-A-Thon Party on November 26, 2010 from 7:30 to 11 p.m. Teen Fundraisers will donate a minimum pledge of \$35, and gift card donations will also be accepted and delivered to kids in hospitals throughout the holiday season.

The BFF Dance-A-Thon Party will be held at Dance Attitudes in Marlboro with featured music and entertainment from Unique Musique. Dinner will be catered by LaPiazza and Mixed Greens & Grill. All companies have generously donated their services. Prizes will be given between 10:30 p.m. and 11 p.m. for the most donations and money raised at the event. Other corporate donors include Unlimited Exposures (photography), Party Fair (décor), Wegmans (beverages), and Gary Gordon (Graphic Design). To register, please visit 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 the BFFs will host a series of fundraising events throughout the year to support the organization.