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For Immediate Release

**ROBERT WOOD JOHNSON TO HOST PROM
FOR NJ TEENS FIGHTING CANCER AND BLOOD DISORDERS**

***The Beauty Foundation Friends Orchestrates Prom Clothing Drive and Calls for
Hair and Makeup Specialists To Style More than 75 Boys and Girls***

Marlboro, NJ – April 11, 2011 – The Beauty Foundation Friends (BFFs) today announced that Robert Wood Johnson University Hospital is hosting a special prom for NJ teens that are actively fighting cancer and blood disorders. The BFF's have committed to style all of the teenage boys and girls who are all expected to attend the upcoming prom on May 13.

As part of this effort, the BFF's will orchestrate a "Prom Clothing Drive" to collect party dresses, suits and ties for more than 75 boys and girls ages 12-18. The Prom Clothing Drive will take place from April 25 through May 2, at Dance Attitudes in Marlboro at 6 Timber Lane. The BFF's encourage friends and the community to help out by dropping off formalwear including long and short dresses, suits, ties and dress shirts. The BFF's are also calling for hair and makeup specialists who are interested in donating their services for the upcoming prom.

"Many teenagers fighting cancer don't have the strength to attend their high school dances and end of year activities let alone shop for a dress," said Jacki Ceraolo, one of The Beauty Foundation Friends founders who knows first-hand what it feels like to miss these celebratory events. "Our friendship and support will help make everything a little easier for our friends who are actively fighting cancer," she added.

Launched in 2010, the BFF's have brought 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 and provide support 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 held during the holiday season, raised more than \$30,000 and attracted more than 200 teenagers across Monmouth County.

ABOUT THE BEAUTY FOUNDATION FRIENDS

The Beauty Foundation Friends is a Monmouth County initiative that raises money to enrich and empower women and children fighting cancer. The BFFs is a division of The Beauty Foundation, which is a non-profit organization that supports families who are actively fighting cancer through direct monetary grants to offset the expenses that aren't covered under insurance. The BFFs host a series of fundraising events throughout the year in support of the organization.

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