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HELPING WOMEN WITH CANCER



Look Good Feel Better® Unveils 2017 Auction Lineup with Charitybuzz

Annual auction supporting women dealing with the trauma of cancer treatment features one-of-a-kind gifts and experiences

April 26, 2017, Washington, DC – **Look Good Feel Better®**, the charitable program dedicated to helping women with cancer address appearance side effects of their treatments, today announced the lineup of items for its annual online auction, held in partnership with philanthropic fundraising powerhouse Charitybuzz. Last year’s inaugural auction raised more than \$100,000, providing much needed support for Look Good Feel Better, which runs free workshops for women with cancer in the United States and in countries around the world.

This year’s most coveted items for bid include a trip to the 2018 Winter Olympics in South Korea, a pair of tickets to the exclusive *InStyle magazine* Golden Globes after party in Los Angeles, an invitation to attend the 2017 unveiling of “Oprah’s Favorite Things,” a luxury golf and dining retreat at the world renowned Breakers Palm Beach Resort and courtside seats for the Orlando Magic, as well as other one-of-a-kind packages and experiences provided by Look Good Feel Better supporters across the beauty, media and fashion industries.

In tandem with *Look Good Feel Better Week* and in time for Mother’s Day, Look Good Feel Better – *The Auction* is live on www.charitybuzz.com/lookgoodfeelbetter and will run through May 10, 2017.

“The auction is fast becoming a hallmark of the Look Good Feel Better year,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation. “This platform brings the mission of Look Good Feel Better to new audiences, helping to spread awareness of the program and its life-changing services. We are grateful for the generous support of our donors and partners, and look forward to another successful auction with Charitybuzz.”

“Once again, we are honored to support Look Good Feel Better and the incredible work they do for people in cancer treatment,” stated Coppy Holzman, Founder and CEO of Charitybuzz. “From the volunteers to the staff to the women whose lives are touched and transformed by the program, Look Good Feel Better is making a measureable impact. Last year, we had tremendous response to the program and the items up for bid. We expect more of the same this year.”

About Look Good Feel Better

Look Good Feel Better is a free public service program that helps individuals with cancer improve their self-esteem and confidence by helping them to deal with the appearance side effects of cancer treatment. The program offers free workshops, and online and virtual support that include lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling... helping people with cancer to find some normalcy in a life that is by no means



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normal. The program is offered through a collaborative effort of the Look Good Feel Better Foundation, the charitable arm of the Personal Care Products Council, the trade group representing the cosmetics and beauty industry; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; and the Professional Beauty Association, the largest organization of salon professionals with members representing salons/spas, distributors, manufacturers and beauty professionals. For more information, visit www.lookgoodfeelbetter.org.

Donations will go to the Look Good Feel Better Foundation to benefit Look Good Feel Better. Look Good Feel Better is a registered trademark of the Look Good Feel Better Foundation. The Look Good Feel Better Foundation, the American Cancer Society and the Professional Beauty Association do not endorse any specific products and/or services.

About Charitybuzz

Charitybuzz raises funds for nonprofits around the globe through online auctions with the world's most recognizable celebrities and brands. Featuring access to acclaimed actors and musicians, business and political leaders, sports stars, luxury travel, couture fashion, rare memorabilia, and more, Charitybuzz brings its online community of bidders exclusive opportunities to live their dreams and make a difference. Since launching, Charitybuzz has raised more than \$200 million for charity. Its roster of celebrity supporters includes President Clinton, Sir Paul McCartney, Tim Cook, Mick Jagger, Warren Buffet, Robert Downey Jr., Taylor Swift, Ralph Lauren, Mayor Mike Bloomberg, Barbra Streisand, Howard Stern, Chevy Chase, Billy Joel, HBO, Victoria's Secret, Justin Bieber, Lady Gaga, John Varvatos, David Yurman, Bruce Springsteen, Hugh Jackman, and Beyoncé.

Charitybuzz is a member of Charity Network, which also includes Chideo, a charity video network, and charity online sweepstakes platform, Prizeo. To learn more, visit charitybuzz.com.

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