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## **LOOK GOOD FEEL BETTER® PROGRAM HONORS VOLUNTEER LEADERS WITH NATIONAL AWARD**

### ***Dedication, Service Recognized with Prestigious Awards***

WASHINGTON DC – April 16, 2018 – Daniela Hernandez-Salas of Lubbock, Texas; Katherine Martin of Champlin, Minnesota; and Penny Worth of New York, New York, have been recognized with the 2017 Look Good Feel Better *National Sunrise Award* for their service and commitment to the Look Good Feel Better program. Look Good Feel Better – a free public service program dedicated to improving the lives of women undergoing cancer treatment by offering guidance and advice to help them cope with the appearance side effects of treatment – presents the awards each year to volunteers who have made extraordinary contributions to the program and the lives of the women it serves. The award-winning volunteers were nominated by their peers and chosen from a field of candidates from across the country.

The Look Good Feel Better program is made possible in the U.S. through a collaboration of the Look Good Feel Better Foundation, the American Cancer Society, and the Professional Beauty Association. These three organizations work together to improve the morale, confidence and quality of life for women during cancer treatment, offering a sense of normalcy and control during an often difficult and challenging time. Look Good Feel Better serves approximately 45,000 women each year in 13,000 workshops offered in nearly 2,000 host facilities, as well as 150,000 patients and survivors through online and virtual services and support.

“Look Good Feel Better volunteers continue to inspire and uplift us,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation and Look Good Feel Better. “Day after day, they go out of their way to help others, using their time and sometimes even their personal resources, to give a part of themselves to make someone else’s day brighter and more hopeful. We are grateful for their generosity, kindness and dedication.”



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### Daniela Hernandez-Salas of Lubbock, Texas

Daniela Hernandez-Salas has been a volunteer with Look Good Feel Better for 25 years, a testament of her devotion and selfless dedication to helping people battling cancer. Not only does Daniela facilitate Look Good Feel Better group patient workshops in her home city, but she also serves as an Area Trainer for new volunteers throughout Texas and nearby states. Daniela's passion and dedication can be credited to her mother, Bella, who is a program graduate and also a long-term Look Good Feel Better volunteer.

"No matter the situation being faced, a person feels better when they look good and when their inner beauty is highlighted for the world to see. The name Look Good Feel Better embodies this truth and inspires me to serve others," said Daniela on why she volunteers.

"I would venture to say she is probably one of the most dedicated Look Good Feel Better facilitators and trainers in the nation," said Tamara Cannon, Mission Delivery Program Manager, South Region, for the American Cancer Society. "One of the most important aspects of Daniela's commitment is the true care and compassion she shows to patients. Her resolve to help each and every patient is astounding."

### Katherine Martin of Champlin, Minnesota

Katherine Martin has been a dedicated Look Good Feel Better program volunteer for 10 years. A professional cosmetologist and a member of the Professional Beauty Association, Katherine was inspired to volunteer with Look Good Feel Better when several of her clients were diagnosed with various types of cancer. She recalls they were frightened and they did not know what to expect regarding their hair, skin, and nails. In addition, cancer has been a part of her family history, so this was her opportunity to give back to the community. She enjoys engaging with participants and hearing their own stories and is always trying to recruit other cosmetologists to become volunteers.

"Volunteering gives support to those going through this journey along with being rewarding and fun. Every time I teach a class, I get far more than the attendees," said Katherine. "The gratitude and just being together with others to share the experience is so rewarding for me. I am so fortunate to be a part of this program."



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“She is so gentle, loving, kind and compassionate and the women feel that instantly,” said Jennifer Kreitz, LICSW, Clinical Oncology Social Worker at North Memorial Health Cancer Center. “I have the pleasure of following up with most of the women and many times, they’ve sought me out first to tell me how profoundly the program and Katherine have affected them.”

#### Penny Worth of New York, New York

Penny Worth has been a vital part of the Look Good Feel Better program at Memorial Sloan Kettering Cancer Center (MSK) for 2017. Since 2001, Penny has served as the host site coordinator where she regularly interacts with patients, caregivers, clinicians, volunteers, and staff to manage workshops twice a week, a frequency no other facility across the U.S. has rivaled. In addition to ensuring that hundreds of patients learn skin care and makeup techniques, she works to create a safe, comfortable, and positive experience for each participant to help them feel more confident as they face their cancer journey.

“Each workshop has a special meaning for me,” said Penny, “I feel Look Good Feel Better is so much more than just a makeover. It’s about patients feeling good about themselves and finding something to help cope with their illness, aid in their recovery, and help them look towards the future.”

“I have had the pleasure of hearing on many occasions from patients and caregivers who have expressed their gratitude and appreciation of her kindness, responsiveness, and teaching style,” said Jennifer Wang, MBA, Manager, Patient and Caregiver Engagement at MSK. “Penny is an outstanding individual with a compassionate heart.”

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*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 normal. Look Good Feel Better 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 the website at [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org) or call 1- 800-395-LOOK. Look Good Feel Better is a registered trademark of the Look Good Feel Better Foundation.*