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LOCAL VOLUNTEERS RECEIVE NATIONAL HONOR  
***Look Good...Feel Better® Recognizes Dedication, Service***

WASHINGTON, DC, March 28, 2011 Three outstanding women, Diane Gill of Valrico, Florida, Vickie Moser of Defiance, Ohio, and Linda Ochsenreiter of Pensacola, Florida have been recognized for their service and commitment to ***Look Good...Feel Better®***, a free, national program dedicated to improving the lives of women undergoing cancer treatment by offering suggestions and advice to cope with the appearance side effects of chemotherapy and radiation. These women joined an elite group of volunteers when they were recognized as the winners of the 2010 *National Sunrise Awards* at the Professional Beauty Association | National Cosmetology Association Legends Ball on March 27, 2011 in Chicago, Illinois. The ***Look Good...Feel Better National Sunrise Awards*** are given each year to volunteers who have made extraordinary contributions to this national public service program.

*Diane Gill, Valrico Florida*

Diane Gill has been involved with the ***Look Good...Feel Better*** program for 13 years. She has used her skills as a licensed cosmetologist to volunteer as a workshop facilitator, and an area trainer assigned to educate other volunteers about the program. “Through her special style and compassion, Diane is able to transform women who feel [unattractive] into feeling terrific about themselves,” said Stena Campagna, outreach and FACTors coordinator at Moffit Cancer Center, of Diane’s ability to touch the lives of the patients through ***Look Good...Feel Better*** workshops. “Diane always makes sure

that each site within the Hillsborough/Polk area is running smoothly and will not hesitate to travel to workshops if anyone needs her expertise or assistance. She is the model for what all program facilitators and trainers should aspire to be, and the best Ambassador for the program. She is so deserving of this recognition and honor,” continued Campagna.

Diane’s local fans say that she exemplifies professionalism and dedication. She has facilitated over 120 ***Look Good...Feel Better*** workshops reaching hundreds of women battling cancer. “She truly loves what she does and it shows in her caring demeanor, smiling face, and positive attitude,” said Ronda Buffington, RN, OCN who serves as the host site coordinator at St. Joseph’s Hospital in Tampa, Florida. “Diane Gill has been an integral part of our area’s patient satisfaction and ***Look Good...Feel Better*** program success!”

*Vickie Moser, Defiance Ohio*

Actively involved for 21 years, Vickie Moser has always been a dependable and enthusiastic volunteer. Ten years ago Vickie was trained as a ***Look Good...Feel Better*** area trainer, and has helped to increase the number of volunteers in her area. “I have noticed [Vickie’s] pleasant disposition, thorough teaching skills and willingness to explain and answer any question or concern,” said Deborah Niese, NW region health promotions coordinator for the American Cancer Society in Perrysburg, Ohio.

She has trained many volunteers to facilitate the ***Look Good...Feel Better*** program in their own geographical areas. She frequently makes hours-long trips to

facilitate volunteer training programs, or statewide update classes. Vickie says that her volunteering has “embedded a spot in my heart that makes me feel so special to be able to work with cancer patients on a level away from their treatments, or doctor visits. When they talk to me, I am that bright spot that no one else can see.”

*Linda Oshsenreiter, Pensacola Florida*

Linda Ochsenreiter is given the National Sunrise Award posthumously. After 10 years of volunteer service to ***Look Good...Feel Better***, she lost her own battle with cancer last year after spending so much of her time helping other women cope with their own cancer diagnoses. A dedicated, 10- year ***Look Good...Feel Better*** volunteer, Linda put her organizational skills; resourcefulness and determination to work helping the ***Look Good...Feel Better*** program become a success in her area. She worked to organize and transport the necessary supplies needed to conduct workshops, and traveled every month to six workshop locations in order to help with the program. “She was the guardian angel of our program, always making sure it ran smoothly,” said Diane Maldonado, Unit executive director of the American Cancer Society, Florida Division.

“What a warm satisfying feeling it gives me to watch clients blossom...I enjoy taking part in this program if only in a small way,” Linda said last year of her experience with ***Look Good...Feel Better***. Linda will surely be missed by those she touched through the ***Look Good...Feel Better*** program.

The ***Look Good...Feel Better*** National Sunrise Awards have been given annually since 1994 and are awarded to those who have served as outstanding volunteers in their

community. We are proud and humbled to have wonderful volunteers like, Diane, Vickie and Linda, supporting the ***Look Good...Feel Better*** program. This program would not be possible without the generous contributions of thousands of volunteers across the country. Day after day, they go out of their way to help others, using their own time and sometimes even their own 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," says Louanne Roark, executive director of the Personal Care Products Council Foundation and ***Look Good...Feel Better***

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***Look Good. . .Feel Better (LGFB)*** is a free public service program created from the concept that if someone with cancer can be helped to look good, their improved self-esteem will help them to approach their disease and treatment with greater confidence. LGFB offers suggestions and advice to cope with the appearance side effects of treatment through group programs offered in hospitals nationwide, Web sites, and brochures. The program serves 50,000 women each year and is available throughout the US. It is offered through a collaborative effort of the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association / National Cosmetology Association. For information visit the Web site at [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org), call 1-800-395-LOOK or contact the local American Cancer Society office.