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

WASHINGTON, DC, August 22, 2012 Three outstanding volunteers, Linda Whitehurst of Charlotte, North Carolina Willie McNealy of Chicago, IL, and Josephine Costalas Langhorne, Pennsylvania 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 special individuals joined an elite group of volunteers when they were recognized as the winners of the 2011 *National Sunrise Awards* at the Professional Beauty Association's Beauty Week 2012 event in Las Vegas, Nevada. 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.

Linda Whitehurst, Charlotte, North Carolina

Linda Whitehurst has been involved with the Look Good Feel Better program for 22 years. She has served in a variety of volunteer roles and has made impressive contributions at all levels during her tenure with the program. Linda Whitehurst continues to use her skill, knowledge and talents as a licensed cosmetologist to volunteer in her area of Charlotte, North Carolina as a workshop facilitator and according to her longtime American Cancer Society staff partner, Rita Harmon Law, Linda has rarely ever missed facilitating a program in 22 years. Since 2009, Linda began her service as the

LGFB National Project Director representing the Professional Beauty Association in this top volunteer leadership position for the Look Good...Feel Better program nationally. In this role, Linda works tirelessly as a representative of the national collaborator team on which serves together with Rachel Molepske, the staff representative from the Professional Beauty Association, and representatives from the Personal Care Products Council Foundation and the American Cancer Society. Linda is a true leader, a great mentor amongst her peers, and an outstanding patient advocate. Her fellow collaborators trust and count on her counsel and expertise and recognize and appreciate her dedication and passion for Look Good Feel Better. Over the years as a Look Good...Feel Better volunteer, Linda has also served as a state and area trainer assigned to educate other volunteers about the program. "As a professional, Linda is always broadening her own knowledge so that she can be as informed as possible in helping to train other volunteers and to support cancer patients through the difficult transition of hair loss and skin changes during treatments. "She has touched the lives of hundreds and hundreds of cancer patients", said Meg Turner, Coordinator of the Cancer Support Program at Levine Cancer Institute in Charlotte, North Carolina. "Linda has been an anchor and a voice for a cause that she believes in and supports with all her heart, wisdom, and soul. There is no other person that deserves to be honored and recognized more than Linda". Few people find their gift in life...and even fewer find it ...and then pay it forward with such heart and dedication!" Linda Whitehurst is one of those few!"

Willie McNealy

For the past 9years, Willie McNealy has served as a dependable and enthusiastic Look Good Feel Better volunteer. He accepted additional responsibilities and was

trained as the Area Trainer and Volunteer Coordinator for multiple regions, including the Chicago area. His local American Cancer Society staff report that Willie has helped to recruit and train dozens of volunteers from around the state to expand LGFB services for patients around the community and within area hospitals. “A typical day for Willie begins in our office where he coordinates LGFB workshops for the month, verifies and maintains LGFB inventory and materials, and communicates with and coordinates the activities of program volunteers. Willie will often travel to hospitals where Look Good Feel Better workshops are held, which often consist of multiple workshops a day. He will often fill in when other cosmetologists are unavailable, as well. Jessica Smith and Sarah Little write, “As American Cancer Society staff, we are proud to nominate Willie for this award. Willie has helped to expand Look Good...Feel Better outside hospital walls and into the underserved communities. He is a ray of sunshine...We have yet to see a better volunteer, cosmetologist, and person be part of this amazing program. Elizabeth Miniscalco, RN, BSN, OCN stated, “Our staff and patients have had the pleasure of interacting with numerous cosmetologists; however Willie NcNealy was by far the most impressive. Willie takes his time with each individual woman and makes them feel special. He provides Look Good...Feel Better service with care and compassion.” Dora Robles writes, “Willie is very passionate and caring, particularly when it comes to the Look Good...Feel Better program. After he facilitates each two hour workshop, he becomes even more motivated to reach every woman program participant

Josephine Costalas, Langhorne, Pennsylvania

Josephine Costalas has displayed exceptional dedication and outstanding leadership as the Look Good Feel Better Site Coordinator at St Mary Regional Cancer Center in

Langhorne, Pennsylvania. Josi is a Genetics Counselor for the hospital, but she has also embraced her volunteer role and is dedicated to ensure that the Look Good Feel Better program is offered on a monthly basis. She has created vast awareness in the community and is a true ambassador for the Look Good...Feel Better program at her hospital.

Rachel Atwood of the American Cancer Society stated, "This program consistently attracts women from outside our immediate service area now that the program is offered on a monthly basis instead of quarterly due to Josi's leadership and efforts to promote awareness and expand Look Good...Feel Better program awareness. The program grew from serving only 10 women in 2008 to serving 100 women in 2011.

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. 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, call 1-800-395-LOOK(5665) or contact the local American Cancer Society office.