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LOOK GOOD FEEL BETTER® PROGRAM HONORS VOLUNTEER LEADERS WITH NATIONAL AWARD
Dedication, Service Recognized with Three Prestigious Awards

WASHINGTON, DC – July 12, 2015 – Pamela Crisp of Fort Worth, Texas; Tami Floyd Fogleman of Myrtle Beach, South Carolina; and Alyssa Hendrix of Seward, Nebraska, joined an elite group of volunteers today when they received the Look Good Feel Better 2014-2015 *National Sunrise Awards* for their volunteer service and commitment. Look Good Feel Better, a free, national 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 chosen from a field of candidates from across the country, and were presented their awards at the Professional Beauty Association's Beauty Week 2015 in Las Vegas, Nevada.

The Look Good Feel Better program is made possible in the U.S. through a collaboration of the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association. These three organizations have worked together for 26 years 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 50,000 women each year in 15,000 workshops offered in 2,100 host facilities, as well as offering online and virtual services and support.

Pamela Crisp of Fort Worth, Texas

Pamela Crisp has been an integral part of the Look Good Feel Better program for four years. As a patient navigator at The Center for Cancer and Blood Disorders in Fort Worth, Texas, Pamela has been a leader to other navigators and a strong promoter of the program. Because of Pamela's dedication and leadership initiatives, Look Good Feel Better is now being offered at four additional locations across Fort Worth. In 2014, the five host sites in Fort Worth conducted 22 workshops, 14 of which were coordinated by Pamela herself. Pamela's workshops are organized to reflect a high-energy atmosphere, with lunch, decorations and music that leaves each participant laughing and smiling. She also has been an exceptional leader in the program, and values teaching the volunteers just as much as conducting the workshops.

“Since I began working at The Center for Cancer and Blood Disorders as a volunteer facilitator three years ago, I have seen Pam dedicate herself 100% to each class,” said Alice Buentello, a Look Good Feel Better area trainer and facilitator. “She brings laughter in at every moment possible and I feel her goal is to make the class an above and beyond experience for each woman who attends.”

Tami Floyd Fogleman of Myrtle Beach, South Carolina

Tami Floyd Fogleman has been a committed Look Good Feel Better program volunteer for 24 years. An active member of the Professional Beauty Association, she currently holds the leadership role of area trainer, in which she coordinates with the American Cancer Society staff partner in South Carolina to offer and lead two volunteer certification classes per year. In addition to being a talented cosmetologist and volunteer, Tami has worked with local organizations to raise awareness for the Look Good Feel Better program. She also promotes the program through her daily job and through interviews with local news stations.

Fronde Merchant, American Cancer Society Mission Delivery Specialist in South Carolina, explained that “though Tami’s *talent* lies in cosmetology, her *gift* is compassionately helping those going through their ultimate battle – cancer treatment.” Tami’s genuine love for and dedication to the program has enabled her to touch women’s lives and continuously raise awareness for the cause.

Alyssa Hendrix of Seward, Nebraska

Alyssa Hendrix has been a volunteer with the Look Good Feel Better program for 12 years. She has worked with the program in Nebraska since 2003 in a variety of volunteer roles, including her current leadership role as the region’s area trainer, a position she has held since 2010. Her Look Good Feel Better journey began after graduating from beauty school in 2001, when she began seeking opportunities to inspire others and share her knowledge of the power of self-care. As a Look Good Feel Better volunteer workshop facilitator, she has recruited volunteers, raised awareness for the program and improved her own skills in the process. As a trainer, she helps organize and facilitates semi-annual Look Good Feel Better certification training sessions for new volunteers, and she also facilitates at least four group patient workshops per year.

“Alyssa has been very active in promoting the program. She has been on TV and featured in several Nebraska papers,” said Christine Bleich, American Cancer Society program manager, Mission Delivery, and Alyssa’s staff partner. “Alyssa has never hesitated to travel where needed to train new volunteers and because of her support, we are able to offer this great program across the state.”

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Look Good Feel Better is a free public service program that helps individuals with cancer improve their self-esteem, appearance 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. It is offered through a collaborative effort of the Personal Care Products Council Foundation, the charitable arm of 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 or call 1- 800-395-LOOK. Look Good Feel Better is a registered trademark of the Personal Care Products Council Foundation.