



Look Good...Feel Better.

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LOCAL VOLUNTEERS RECEIVE NATIONAL RECOGNITION

LOOK GOOD...FEEL BETTER VOLUNTEERS RECOGNIZED FOR DEDICATION, SERVICE

WASHINGTON, DC, January 30, 2010 – Three outstanding women, Violet Deilke of Moorhead, Minnesota; Betty Nokes, of Mars Hill, North Carolina; and Meg Turner, of Charlotte, North Carolina 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 volunteers joined an elite group of volunteers when they were recognized as the 2009 *National Sunrise Award* winners at the Professional Beauty Association/National Cosmetology Association Legends Ball on January 30, 2009 in Long Beach, California. The **Look Good...Feel Better (LGFB) National Sunrise Awards** are given each year to volunteers who have made extraordinary contributions to the LGFB program.

Violet Deilke, Moorhead, Minnesota

Violet Deilke volunteers for the **Look Good...Feel Better** in Fargo, North Dakota and has been involved with the program for 19 years. Deilke has served as a **Look Good...Feel**

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Better beauty professional, and volunteer coordinator. “I am totally amazed at her energy, enthusiasm, and encouraging attitude in working with women that are diagnosed with cancer,” said Cheryl Backsen, a medical social worker and cancer case manager at Innovis Health Cancer Center in Fargo, North Dakota

Deilke a cancer survivor herself, is acutely aware of the many challenges faced by women dealing with cancer, and recently helped to launch the **Look Good...Feel Better** program at the Roger Maris Cancer Center in Fargo. “How we feel about ourselves is so important. When we look good we feel good, we are more confident, and ultimately we respond to our treatment,” she said.

Betty Nokes, Mars Hill, North Carolina

Betty Nokes has been a facilitator for the **Look Good...Feel Better** program for over 14 years and has been a trainer for the past seven years. “I cannot say enough about my experience with **Look Good... Feel Better**. My one regret is that I can never give back as much as I receive from the participants,” says Nokes of the **Look Good... Feel Better** program. She travels many hours to rural counties to facilitate workshops and to train and mentor other volunteers. “I cannot imagine a more dedicated or deserving volunteer,” said Sarah L. Gayle, M.P.H and community manager of the South Atlantic Division of the American Cancer Society.

In 1995 Nokes was asked to host **Look Good...Feel Better** workshops at Camp Bluebird, a residential center for cancer patients, “You can’t imagine the fun, excitement and fellowship that happens in a room of women, each trying to impress the next with their



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make-up skills, “said Nokes.

Meg Turner, Charlotte North Carolina

Nineteen years ago Oncology Social Worker Meg Turner began her career as a **Look Good...Feel Better** volunteer coordinator, and has been dedicated to its continued success ever since. Turner has worked in partnership with the local American Cancer Society office to help bring the program to the Carolinas Medical Center in Charlotte, North Carolina. She has also arranged information classes for oncology nurses and social workers so they better understand the program and its benefits.

Turner has helped to increase the participation in **Look Good ...Feel Better** in her area and with her help and enthusiasm the program has become more popular and offers double the amount of classes. “[Meg] goes above and beyond to ensure the program’s success,” says Rita Harmon Law a regional mission delivery director for the American Cancer Society. “She is totally committed to the **Look Good...Feel Better** program and the patients it serves. It is a joy to work with her,”

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. “Our volunteers are the heart and soul of the program. Their hard work and dedication has greatly contributed to its success,” 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 800-395-LOOK or contact the local American Cancer Society office.

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