



## FOR IMMEDIATE RELEASE

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## Healing From the Outside In: A Celebration of Survival

*Georgia Cancer Foundation and Spa Sydell Launch 'Pamper Me Pink' Promotion to Benefit Georgia Breast Cancer Survivors*

*Editor's note: A joint press event and reception with breast cancer survivors and organization executives will be held at the Spa Sydell Midtown location on (day), (month) (date). Please RSVP at xxx-xxx-xxxx.*

**Atlanta, GA (August 4, 2008)** – The Georgia Cancer Foundation (GCF), one of Georgia leading cancer service organizations, has joined with Spa Sydell, Atlanta's premiere day spa, to launch a statewide initiative known as the '**Pamper Me Pink**' campaign. The purpose is to raise awareness and donations to support local breast cancer survivors.

During September and October 2008, Spa Sydell clients will have the option of purchasing from a series of specially designated "*pink*" *spa packages* that directly benefit GCF non-profit programs. Clients may choose from the *Divinely Pink Quickie Facial & Massage* with the Pink Grapefruit Vitality masque, or the *Powerfully Pinkalicious Mani/Pedi & Facial*. *Pink Spatinis* will be provided for parties of four or more. Corporate packages are available and Spa clients will receive a distinct pink ribbon pin, along with a self breast-exam brochure and cancer awareness information packet provided by GCF.

Proceeds from the **Pamper Me Pink** promotion will be donated to Georgia Cancer Foundation's women's services, including the low-cost mammogram program, Bosom Buddies support groups, and *The Angel Boutique*, a community service that provides breast cancer patients with specially-fitted mastectomy bras, wigs, hairpieces, breast prostheses and ChemoChic<sup>SM</sup>, a monthly class designed to empower women who are undergoing chemotherapy treatment.

According to Tracy Madigan, Director of Development at GCF, the *Pamper Me Pink campaign* reinforces the message that breast cancer is neither a patient's defining characteristic nor a death sentence. "Spa Sydell and Georgia Cancer Foundation understand and recognize that healing after a diagnosis of breast cancer is a whole-body process," she said. "Ours was a natural collaboration, since both of our organizations are service-focused and committed to doing whatever we can to ease the bodies, minds and spirits of women impacted by this disease."

“Because so many of our clients are women, it was important to us that we reach out in support of the thousands of metro Atlanta women who are affected by a diagnosis of breast cancer each year and the men who support them,” said Richard Harris, President of Spa Sydell. “Aligning with the Georgia Cancer Foundation has allowed us a wonderful opportunity to give back to the community that has supported us throughout the years.”

**About Georgia Cancer Foundation:**

Based in Atlanta, the Georgia Cancer Foundation provides education, early detection and support for Georgia residents affected by all types of cancer. Through its innovative programs and extensive support group network, the Foundation caters to newly diagnosed patients, those currently undergoing care, and survivors—as well as those in need of low-cost early detection. For more information, visit [www.gacancerfoundation.org](http://www.gacancerfoundation.org).

**About Spa Sydell:**

Founded in 1982 by Sydell and Arthur Harris, and their children, Karen Harris and Richard Harris, Spa Sydell was launched as Atlanta’s first true full-service day spa with a single location in Buckhead, GA. Today, the successful family-owned day spa business has seven locations and more than 500 employees. Spa Sydell is located in: Alpharetta, Buckhead Plaza, Cumberland Mall, Forum at Peachtree Parkway, Gwinnett Place, Midtown at Brookwood Plaza and Park Place at Perimeter. For more information, visit [www.spasydell.com](http://www.spasydell.com) or call (404) 255-7727.

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