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## **Looking for a Few Good....Fairies?**

There's an unusual, albeit colorful, nationwide recruitment campaign underway. *The qualifications:* silly, but sincere; creative, yet compassionate; energetic, yet serious. But most importantly – they must believe in the cause, breast health. *The campaign: building a national community of Good Health Fairies to spread the message that 'women of all ages, even young women, must take charge of their breast health.'*

“The emphasis on breast cancer awareness has brought us a long way, but women still aren't doing what they need to do to ensure early detection, our best weapon thus far. The roadblocks of fear, denial, busyness, and lack of information stop women in their tracks,” said René Bowditch, the original Good Health Fairy. “We would ideally love to see hundreds of Good Health Fairies using humor to break through these roadblocks to get women talking about breast health and to encourage **women to take action,**” she added. “We're all about the action.”

As co-founder of a Breast Health Action and Support organization called Beyond Boobs ([www.beyondboobsinc.org](http://www.beyondboobsinc.org)), René Bowditch, breast cancer survivor from Williamsburg, Va., first dressed up like a Fairy several years ago to visit a friend going through cancer treatments. Her long, hot-pink prom dress with matching shoes, lavender feather boa, gold sequined crown, glitzy earrings and wand made him laugh and gave him hope. Soon, she was visiting more people who were sick, with similar results. She then traded in her fancy high heels for pink-and-white, high-topped tennis shoes and added a basket of fruits and vegetables to her accessories to emphasize the importance of healthy lifestyle choices. Thus, ‘The Good Health Fairy’ was born.

Bringing hope and cheer to patients is only one aspect of being a Good Health Fairy. Not only will they bring smiles to many battling cancer, they will also emphasize the importance of taking an active approach toward breast health. As the voice of breast health, Good Health Fairies will bring more than just awareness; they'll engage audiences in fun and inspirational conversations about the importance of checking your breasts regularly.

“Both missions of a Good Health Fairy are critical. The mind-body connection is very important to newly diagnosed patients, and keeping a positive attitude can promote healing,” said Doctor Bruce Booth of Virginia Oncology. “Getting support and inspiration from someone like a Good Health Fairy goes a long way to help patients along their journey. The educational mission is equally important. If we can teach women to catch breast cancer in its earliest stages, we can save lives,” he added.

“We need help getting the word out,” said Rene. “So we’re looking for women nationwide who want to shake the dust off that off old prom dress, put on some funky tennis shoes and fairy wings to embody the voice of breast health,” she added. “And when you are dressed as a Good Health Fairy, people will listen.”

If you feel strongly about breast health and want to arm women of all ages with the knowledge and inspiration to promote early detection, contact Beyond Boobs co-founders René Bowditch at (757)-561-4749 or [rene@beyondboobsinc.org](mailto:rene@beyondboobsinc.org) or Mary Beth Gibson at (757)-741-1027 or [marybeth@beyondboobsinc.org](mailto:marybeth@beyondboobsinc.org).

Beyond Boobs is a 501(c)(3) non-profit dedicated to saving lives by educating and encouraging women to take responsibility for their own breast health and to provide support for young survivors of breast cancer, nationwide.

### **Characteristics of Good Health Fairies**

Sense of Humor

Extrovert

Compassionate

Want to help others

No fear talking about breast health

Like to play dress-up

Comfortable having an alter-ego

### **Fairy Clothes Needed**

Evening Gown

Tennis Shoes

Fairy Wings

Wand

Outrageously colorful boa

Tiara

Lots of ‘Bling’

Fairy Dust (optional)