

## LATEST NEWS

## A Pink Hummer, Pink Carpet and 12 Women on a Mission

Last update: 11:46 a.m. EDT Oct. 3, 2008



WILLIAMSBURG, Va., Oct 03, 2008 (BUSINESS WIRE) – They'll be arriving in a hot pink Hummer, strolling out onto a hot pink carpet and escorted by a colorful Good Health Fairy – all to kick-off the

2nd annual Pink Carpet Event premiering the "2009 A Calendar to Live By." Produced by a group of young Virginia women who formed an organization called Beyond Boobs ([www.beyondboobsinc.org](http://www.beyondboobsinc.org)), this beautifully photographed calendar features 12 local area women who have or are currently battling breast cancer. These women and some 40 others are on a mission as young cancer survivors and passionate breast health advocates to save lives and increase breast health awareness.

The Pink Carpet Event will take place on Wednesday evening, October 15th from 6:30 p.m. – 9:00 p.m. at the Williamsburg Chrysler Jeep Kia Showroom located on 3012 Richmond Road, Williamsburg. Tickets for the fundraiser are \$50 per person and include one "2009 Calendar to Live By." The over 50 members of Beyond Boobs are hosting the fundraiser along with business sponsors including Farm Fresh, Williamsburg Chrysler-Jeep-Kia, the Catering Company of Williamsburg and Casey Auto Group.



"I truly applaud these women and their commitment and courage to help others who are diagnosed with this pervasive disease," said Susan Mayo, vice president of consumer affairs and public relations for Farm Fresh, a key sponsor of the event. "This is our second year as sponsors of this event and the Beyond Boobs organization

and we are very proud to do it," she added.

"We're hosting this evening to bring attention to the importance of taking charge of your breast health," says co-founder Rene Bowditch, cancer free for six years, law professor by day and The Good Health Fairy by night. "Our 'Calendar to Live By' with its 36 pages is really a 'breast health manual' that includes information on risk factors, genetic testing and how to provide comfort to a friend who is diagnosed," she added.

Fluttering around the showroom will be The Good Health Fairy reminding all in attendance of the importance of good health and not to sweat the small stuff. Bowditch, as the Good Health Fairy, dedicates many hours to providing breast health education to groups and visiting individuals diagnosed with cancer offering comfort and inspiration as a cancer survivor herself.

"The Pink Carpet Event is meant to be an inspirational soiree celebrating life and bringing focus to the leading cause of cancer deaths in females ages 20-59," says co-founder Mary Beth Gibson, who is currently cancer free and on maintenance medicine. "As cancer survivors, there is so much we didn't know before our diagnosis that we want the world to know, with the hope of preventing this disease from affecting so many lives unnecessarily," she added.

Tickets can be purchased by calling Mary Beth Gibson at (757) 741-1027 or on [www.beyondboobsinc.org](http://www.beyondboobsinc.org).

Beyond Boobs is a non-profit organization dedicated to saving lives by educating and encouraging women to take responsibility for their own breast health and to providing support for young survivors of breast cancer, nationwide.

SOURCE: Beyond Boobs

PR:  
Cynthia L. Schick, 908-236-2989

Run your  
**OWN**  
Newsletter  
analysis.

**Hulbert**  
INTERACTIVE  
From MarketWatch

FREE 30-DAY TRIAL »

## MOST POPULAR

READ

E-MAILED

EDITOR'S PICK

1. [U.S. stock futures down; DuPont cuts forecast](#)
2. [Last time this market timing indicator was more bullish was 1982](#)
3. [14 reasons Main Street loses while Wall Street sinks democracy](#)
4. [Stocks in focus for Tuesday](#)
5. [Updates, advisories and surprises](#)
6. [Nikkei, Sensex extend gains, Hang Seng retreats](#)
7. [Startup implosion begins in Silicon Valley and beyond](#)
8. [Tuesday's biggest gaining and declining stocks](#)
9. [Citic Pacific shares plunge after forex-hedging loss](#)
10. [Pfizer nearly triples its third-quarter earnings](#)

[Get the Latest MarketWatch News >>](#)

## PARTNER CENTER