



MEDIA CONTACT

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FACE IN THE MIRROR PAMPERS WOMEN WITH CANCER AT UNION HOSPITAL

Nonprofit provides outreach to women with free facials, makeovers, cosmetics and wigs

ELKTON (July 31, 2009) – Face in the Mirror, a nonprofit organization based in Phoenix, Ariz., has expanded their services to provide outreach to oncology patients undergoing cancer treatment at Union Cancer Center at Union Hospital of Cecil County, in Elkton, Maryland. **The organization will host an official kick-off ceremony in conjunction with the Integrated Therapy Fair at the hospital on Thursday, Aug. 13 from 4 to 8 p.m.** Founder Barbara MacLean will share her personal story, volunteers will be on-hand to provide information, and refreshments will be served.

Face in the Mirror is committed to a very personal and supportive philosophy of improving the outer well being of cancer patients who face the challenges of their disease. As the outward appearance declines from chemotherapy, medication, and radiation, the morale and mental toughness can suffer greatly. Helping patients look better can give them the extra boost they need to actually feel better, as confirmed by Phoenix-based internist Dr. Arthur Pelberg.

“Our goal is to pamper these women and help to make them feel whole again,” said Barbara MacLean, Founder-CEO, Face in the Mirror. “Some patients have gone months without makeup or hair. It is truly amazing to witness the transformation physically as well as emotionally.”

This is the first hospital outside of Arizona staffed with Face in the Mirror volunteers. Six hospitals in the Phoenix-metropolitan area, as well as Hospice of the Valley have partnered with Face in the Mirror. There are many medical centers in cities across the country that has requested the Face in the Mirror program reach out to their patients. As the organization continues to grow, the goal is to provide support and hope to women with cancer at hospitals nationwide.

Sanofi Aventis Pharmaceuticals helped launch the first branch at Union Hospital this month with corporate employees who are carrying out the mission of Face in the Mirror.

About Face in the Mirror:

Face in the Mirror Foundation reaches out to women and children with all types of cancer – whether in hospitals, clinics, care facilities, or in the privacy and comfort of ones own environment. Face in the Mirror believes that when we look better we feel better, and when we feel better the healing process begins. Face in the Mirror provides free cosmetics, facials, makeovers and wigs (with support from the American Cancer Society) to women battling cancer. The 501c3 organization was founded by Barbara MacLean in loving memory of her sister Charlotte Mae McCracken who lost her battle to breast cancer in 2001. To learn more about Face in the Mirror, visit www.faceinthemirror.org or call (866) 410-FACE.

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