

# FACE IN THE MIRROR

Changing the Face of Cancer



One Patient at a Time!

Brighton  
COLLECTIBLES®

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## Brighton's Power of Pink Raises Funds for Breast Cancer Awareness

*Benefiting Face in the Mirror, dedicated to improving the outer well-being of cancer patients*

SCOTTSDALE (Sept. 21, 2009) – Beginning Friday, Sept. 25 and continuing for the entire month of October, Brighton Collectibles at Kierland Commons, located at Greenway Parkway and Scottsdale Road, will host the Power of Pink jewelry promotion to raise awareness and generate funds to support breast cancer. Brighton will donate \$10 from every sale of their specially-designed Power of Pink bracelet (\$48) and Power of Pink ID holder (\$40) to local non-profit Face in the Mirror, an organization committed to a very personal and supportive philosophy of improving the outer-well being of patients by offering complimentary makeovers, facials, cosmetics, lotion, wigs, scarves, poetry and music to women battling cancer at Valley hospitals.

**A kick-off celebration event is scheduled for Friday, Sept. 25 beginning at 9 a.m.** inside the store, which will unveil the Power of Pink bracelet that features a dangling heart charm with pink enamel heart motifs, and fashionable ID holder, decorated with a pink ribbon and surrounded by 15 Swarovski crystals (photo of bracelet and ID holder attached). A complimentary continental breakfast will be offered to guests, and Face in the Mirror founder Barbara MacLean will share a few special remarks. Additionally, raffle tickets will be sold throughout the entire month for \$5 including various prizes such as resort and golf packages, a water color painting, and gift baskets including local restaurant certificates and free manicures and pedicures.

"For each woman who suffers from cancer, it is also tragic for everyone who cares about her," said Jerry Kohl, owner and founder of Brighton. "Watching someone go through successful treatment can be brutal and, if treatments do not work, it's heartbreaking. I know this because I lost my own brother to cancer – liver cancer. The dollars going to research and awareness through promotions like ours will affect breast cancer survival and fund the cure that we hope will come soon."

Since 2003, the Brighton Power of Pink jewelry promotion – held at more than 142 stores nationwide – has raised more than \$3.1 million for charities across the country that support breast cancer. For more information, visit: [www.brighton.com](http://www.brighton.com).

### About Face in the Mirror

Face in the Mirror Foundation reaches out to women 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 to women battling cancer. The 501(c)(3) 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](http://www.faceinthemirror.org) or call (480) 443-1344.

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