

MILLENNIUM WOMAN

"For The Better Being Of Women"

FOR IMMEDIATE RELEASE
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NEWS FOR IMMEDIATE RELEASE

Lucky Volusia Lady to Receive "Millennium Woman Makeover" Single Mom to Benefit

DAYTONA BEACH, Fla. (August 27, 2004) – Based on the positive attitude of "I can, I will, I am, I have faith," the Millennium Woman Foundation has united with event creators Cherise Wintz (Cherise's Hair Salon) and Kari Boatner (Permanent Cosmetics) as well as a host of Volusia County doctors, businesses and residents to provide a single parent mom with a complete personal makeover and scholarship. Inspired by "Extreme Makeover" the reality based television show, Wintz and Boatner decided to create something to help women in their area. "We really wanted to do something with substance for local women in Volusia County – things that could really change their lives and that of their children" says Wintz and Boatner.

The event will invite all single parent mothers who are residents in Volusia County to fill out an application. Applications can be picked up at Adornments in Fountain Square at 142 East Granada Boulevard in Ormond Beach, Cherise's Salon 3612 S. Atlantic Avenue, Daytona Beach Shores beginning September 1 – September 13, Monday thru Saturday 10 a.m. – 5 p.m. or at Black Crow Media at 126 West International Speedway Boulevard, Daytona Beach, Florida, Monday thru Friday 10 a.m. – 5 p.m. Completed paperwork may be dropped off at Speedway Custom Photo Lab, 1808 W. International Speedway Boulevard, Daytona Beach, Monday through Friday 9AM to Noon where photos will be taken. The deadline to submit applications is September 13, 2004. The winner will receive a cache of personal and cosmetic gifts

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including facial surgery by Dr. Curtis Schalit of Florida Oral & Facial Surgical Associates, restorative cosmetic dental work by Drs. Brown & Chmielarski, permanent cosmetics by Kari Boatner, hair, massages, manicures, & pedicures from Cherise's Salon, Transformation Support by Victoria Ehmen, wardrobe by Adornments, 3month membership to Curves of Ponce Inlet, and an academic scholarship by The Millennium Woman Foundation (501C3). The transformation will be documented and a celebration revealing the winner's final makeover will take place on Thursday, December 16, 2004 at 6 PM at Tavern in The Garden in Port Orange. The event will include a slide show diary of the winner's Millennium Woman Makeover. Food will be donated by Inlet Harbor Restaurant, Cancun Lagoon and Jerry's Italian Cuisine.

"A Millennium Woman is a woman facing challenges in her life and meeting those challenges with a plan," said Leslie Windram O'Shaughnessy, co-founder of the Millennium Woman Foundation. "The single parent mom has one of the hardest battles in life because she is delivering the next generation on her own. We all know a Millennium Woman – she's your mother, your sister, your neighbor, your friend or YOU - - and we need to be there to champion her on...to show her she can achieve." The Millennium Woman Foundation is a non-profit 501C3 that provides scholarships in educational form to single parent women. For more visit www.TheMW.org

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