



Subject: St. Jude's Ranch Press Announcement – Miss United States Hosts Makeover Day for Foster Children

PRESS RELEASE

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For Immediate Release

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Miss United States hosts makeover day for foster children

St. Jude's Ranch for Children provides home and healing to foster children in need. With the help of Miss United States 2008, Brittany Williams, the girls living on the Ranch will be treated to a makeover inside and out.

St. Jude's Ranch provides therapeutic healing and nurturing to the children that society has abandoned. Many of the children have a damaged self-image and feel as though they are not important. By partnering with Miss United States, Brittany Williams, teen girls from the Ranch will be shown how to truly love themselves.

Williams' platform is Building Self-Esteem and Empowering Young Women. She has created programs called B.Real and B.Youtiful. B.Youtiful was created by Brittany based on her own experiences growing up and her struggle with self-esteem and body image.

On Monday, March 23, 2009 from 4pm-7pm through a partnership with Seva Salon and Spa in Las Vegas, 20 young Ranch residents will receive head-to-toe makeovers, complete with hair cuts, manicure/pedicures and makeup application. Not only will the girls get a full salon experience to look beautiful, they will spend time with Miss United States and learn how to really B.YOUTiful! Girls want to be pampered and look glamorous from time to time, but most importantly, it's about how they feel. No amount of makeup, hair color, or clothing can truly make them feel better. B.YOUTiful is about realizing your real beauty, embracing and accentuating your best assets and stop trying to make unrealistic comparisons to celebrities that damages self-esteem.

Once the girls feel confident inside and out, Timothy James of Timothy James Photography will be on hand to do mini fashion shoots for each girl. This will give them the chance to show off their new look and highlight their new found confidence.

To round out the day, Frankie Picone, owner of the Tropical Smoothie Café in Southern Highlands will open her doors to the girls and serve them a healthy dinner to complete the transformation.

This entire event is designed to help the young women living at St. Jude's Ranch find their own self-worth. Through structured activities like this and with the help of positive role-models like Ms. Williams, these teens will be able to start new lives with new chances, new choices and new hope.



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