

Press Release

Healing Silks Introduces "Click it Forward" to Support Women with Breast Cancer

Portland, Oregon, September 22, 2008, Diana Wesley and Abby Charden Mobasher, founders of Healing Silks, have initiated a WEB-based opportunity for their customers to donate beautiful silk scarves to women with breast cancer.

Wesley, designer of the silk scarves, said: "Treatment for breast cancer is usually devastating to a woman's self-image and body-image. Some women have to face the road to recovery alone. We wanted to make it easy for people to help."

When someone donates a Healing Silk scarf through the "Click it Forward" program, a beautiful scarf, soft and gentle on the skin, is anonymously given to a woman in a local hospital who has breast cancer.

Healing Silks Healing in Pink line consists of 100% silk scarves, prayer shawls, and powerful affirmation bookmarks as well as intention energizers fortified with encouraging words. Healing Silks also has ultra soft scarf and hat liners for those undergoing chemotherapy and radiation treatment. These liners are as soft as cashmere, anti-microbial and made of natural bamboo fiber. Best of all, they "breathe," cool in summer and warm in winter. To date, women with hair loss have had to settle for uncomfortable liners that irritate the skin.

"Click it forward" was pre-launched in June in honor of the upcoming National Breast Cancer Awareness month. Customer response has been so positive the company is making it a permanent part of their store in 2009, and hope to take the program nationwide as sales increase.

"The customer response to 'Click it Forward' has been amazing", says Wesley. "Many people make a donation in honor of a friend or family member lost to breast cancer. I think most people want to give back to others, but everyone gets busy and the inspiration to give gets put on the back burner."

'Click it Forward' works because it's a simple way people can make a tangible difference now."

Two hospitals in the Portland Area now distribute the Healing in Pink Gifts to women facing breast cancer.

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