FOR IMMEDIATE RELEASE:

Contact:

Sarah-Jean Ballard  
Sarah@TheFashionableHousewife.com  
[www.FashionableMedia.com](http://www.FashionableMedia.com)

**Fashionable Media Presents…*Fashionable Gals for a Cure!***

*Join the fun in honor of Breast Cancer Awareness Month*

October 1, 2009 – Sarah-Jean Ballard, founder and CEO of **Fashionable Media, Inc.,** and her assistant editor Laney Knapp, ***The Fashionable Gal***, have worked tirelessly to organize an online event in honor of Breast Cancer Awareness Month, which is the month of October. ***Fashionable Gals for a Cure*** will include four weeks filled with prizes from some great sponsors as well as an auction. This event will help provide awareness and raise money to find a cure for Breast Cancer.

The prize sponsors lined up include the following companies: KC Tees, Ella Moss, Mama Mio, Soho Hearts, Hot Rox Jewelry, Whish, Boscia, Antica Farmicista, gloProfessional, Antidote Skin Care,Teleflora, 1-800-Flowers, Eden Fantasys, Beautyfix, Scruples, Honeydew Intimates, DermaQuest, Charm Factory, Nimli, Bare Necessities, En Pointe, Bra Barrette, Olay, Venus/Gillette, Philosophy, Carolina Pad, Dial, Urban Decay, Scrubz, TJ Maxx, Marshalls, Twisted Silver, [SuperShoes.com](http://supershoes.com/), Purple Lab NYC, Bambako, Calypso Studios, Laughing Vixen, Sorrelli, Dililo.com, Kathy Ireland Skincare, Rada Pro, Bing Strands, Dazzle Dry, ANSR, Zoya and Clarisonic.

For every dollar donated through the Susan G. Komen page on ***The Fashionable Gal***, the donor will receive an entry to win a prize package of their choice. Multiple entries on multiple prizes are allowable. Generous sponsors have donated hundreds of dollars worth of prizes to make up nearly 20 prize packages valued at $150. Individual prizes over $150 will be auctioned off in late October. Prizes include everything from jewelry to bras to hair care to gift cards- and everything in between! The prizes will make wonderful gift ideas or a way to pamper the entrants themselves!

Participants (and sponsors!) are encouraged to help promote ***Fashionable Gals for a Cure*** on their own websites and blogs. **Fashionable Media, Inc.** has specially designed buttons and banners for their use. The person who makes the biggest donation will receive $100 to [SuperShoes.com](http://www.Supershoes.com) and the person with the most referrals will win $100 to [EdenFantasys.com](http://edenfantasys.com/).

**Sarah-Jean Ballard** is the Editor-in-Chief & Publisher of ***The Fashionable Housewife*** blog and the founder of [**Fashionable Media**](http://fashionablemedia.com) network, which includes not only [***The Fashionable Housewife***](http://www.thefashionablehousewife.com), but also [***The Fashionable Gal***](http://www.thefashionablegal.com) and [***The Fashionable Bambino***](http://www.thefashionablebambino.com/) blogs. Sarah-Jean is a housewife and self-dubbed fashionista who uses these media outlets as a way to share advice and review products that can help moms, teens and babies stay fabulous.

**Laney Knapp** is the Managing Editor of [***The Fashionable Gal***](http://www.thefashionablegal.com) as well as a top contributor on [***The Fashionable Housewife***](http://thefashionablehousewife.com/). Each of these ladies desires to help provide more research for a disease that impacts so many women and their families. For that reason they have created ***Fashionable Gals for a Cure.*** More info can be found at <http://www.thefashionablegal.com>

***Fashionable Gals for a Cure*** will run for the entire month of October with plenty of prizes and fun for everyone. For more information please contact Laney Knapp at [laney@thefashionablegal.com](mailto:laney@thefashionablegal.com) or visit [www.TheFashionableGal.com](http://www.TheFashionableGal.com)

# # #

