



**FOR IMMEDIATE RELEASE**

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**LIVE LIKE BELLA LAUNCHES THEIR PEDIATRIC CANCER AWARENESS CAMPAIGN ON THE ONE YEAR MARK OF BELLA'S PASSING IN PREPARATION FOR THEIR FIRST ANNUAL "BELLAS BALL"**

It is with great excitement that we announce the official #LIVELIKEBELLA campaign and our awareness program to fight pediatric cancer. This media campaign will strengthen in the weeks to come, leading up to our first annual "Bella's Ball" to benefit the Live Like Bella™ Foundation and our mission to end childhood cancer.

In the coming months via a series of public service announcements, billboards, print and social media, the Live Like Bella™ Foundation will begin to publicly raise awareness and funds for Pediatric Cancer Research via media outlets who have shown their support. Efforts to raise awareness will culminate in one magical, fun and yet bitter sweet evening. On the evening of Saturday, September 13<sup>th</sup> 2014 at The Parrot Jungle Treetop Ballrooms, Miami will dress up in Golden Shimmer & Shine in memory of Bella Rodriguez-Torres during National Childhood Cancer Awareness Month.

We are humbled by our community efforts and thank you for helping us spread our message and mission to #LIVELIKEBELLA and to one day make pediatric cancer a treatable and curable disease. Join us for a night of celebration, fun & laughter. A night of Living Like Bella!

On behalf of the children and their families waiting for a cure, we thank you for your support! For more information on attending Bella's Ball or becoming a Live Like Bella™ Sponsor for "Bella's Ball" please visit [www.livelikebella.org](http://www.livelikebella.org)

We are grateful for your consideration and look forward to the day when pediatric cancer is no more!

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Live Like Bella : Live Like Bella™ was founded in June 2013 in memory of Bella, who passed away at the tender age of 10 from Rhabdomyosarcoma, an aggressive childhood cancer. In her six-year battle she inspired millions to #LiveLikeBella and we are dedicated to finding a cure for pediatric cancer by funding innovative pediatric cancer research. Our foundation also provides recreational support for families with children currently in treatment and provides financial assistance for the purchase of a headstone for families who have lost a child to cancer. For more information visit [www.livelikebella.org](http://www.livelikebella.org)