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FOR IMMEDIATE RELEASE
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Day of Beauty for Cancer Fighters: Tower Cancer Research Foundation and Professional Volunteers Pamper and Celebrate Cancer Fighters at Salon in Beverly Hills on Monday, August 21, 2017, 11:00 AM – 3:30 PM

WHO: Tower Cancer Research Foundation (www.tower.org) and Over Fifty Cancer Fighters from Across Southern California.

Tower Cancer Research Foundation (Tower) is an independent, Southern California-focused cancer research foundation. Tower provides grants for innovative research, caring patient support and community education to promote more effective treatments for cancer. As a leading donor-directed, specialized cancer research foundation, Tower is focused on funding Southern California initiatives with a global impact. Over the course of the last twenty years, Tower has raised well over \$30 million -- resources that have funded specific groundbreaking research and patient support programs that are professionally vetted by committees comprised of local scientific and community leaders.

WHAT: Hosted by Tower's Young Leadership Division - Cancer Free Generation – Tower's Day of Beauty is one of the foundation's most beloved patient support programs. This day is all about lifting spirits and self-esteem. Cancer survivors are invited to indulge in complementary spa and beauty services at Gavert Atelier Salon in Beverly Hills such as:
Mini Red Carpet Facials
Massage
Hair and Wig Styling
Fake Lashes and Eyelashes
Nail Polish Changes and Manicures
In between treatments, participants can relax and socialize with other survivors over lunch or get their pictures taken by a professional photographer. Tower is expecting to pamper and make-over more than 50 cancer fighters throughout the day. All the services are donated and several volunteers from Tower Cancer Research Foundation will be on-hand to help the cancer fighters feel special all day long.

Below is a link to a video about last year's event, which will give you a sense of the wonderful visuals and stories available:

<https://www.youtube.com/watch?v=JRN CZ0IzcvM&feature=youtu.be>

WHERE: Gavert Atelier Salon
9666 Brighton Way

Beverly Hills, CA 90211

WHEN: **Monday, August 21, 2017**
11:00 AM – 3:30 PM

About Tower Cancer Research Foundation:

Tower has been the Southern California cancer patient's greatest ally since 1996. Tower provides grants for innovative research, caring patient support and [community education](#) to promote more effective treatments for cancer. As a leading donor-directed, specialized cancer research foundation, Tower is focused on funding Southern California initiatives with a global impact. Over the course of the last twenty years, Tower has raised well over \$30 million -- resources that have funded [specific groundbreaking research](#) and [patient support programs](#) that are professionally vetted by committees comprised of local scientific and community leaders. In addition, Tower awards several \$100,000 grants annually to young pioneering physician scientists engaged in groundbreaking bench-to-bedside research. In the last two decades, Tower has participated in over two hundred clinical trials with thousands of patients and awarded over 3 million dollars to 32 physician scientists pursuing novel hypotheses. While there are many brilliant scientists performing cancer research, Tower recognizes the importance of nurturing the regional pool of rich research talent because important breakthroughs have come from unexpected directions and provided new perspectives. The physician scientists who have received Tower's Career Development Grants often demonstrate such promising results that they later obtain large grants from other foundations and cancer research centers. Tower's initial \$3 million investment has led to \$35 million in additional clinical research funding. <http://towercancer.org/>

