

# Brides Against Breast Cancer Wedding Gown Sale in Orlando

*As Seen on Oprah and in Redbook Magazine*

All Proceeds Help the Making Memories Foundation  
Grant Wishes for Terminal Breast Cancer Patients

Hundreds of local brides will find the gown of their dreams while making wishes come true for terminal breast cancer patients and their families. Making Memories, a non-profit foundation dedicated to helping terminally ill breast cancer patients, has received over 22,000 wedding gowns for this nationwide event, including 2,500 brand new gowns that just arrived from a national bridal gown manufacturer. Last year's sale in Tampa netted over \$63,000 for breast cancer patients. Orlando's goal is to exceed the \$60,000 mark.

Friday and Saturday, March 24 - 25  
Comfort Inn and Conference Center North

This **free** event will be held at the Comfort Inn and Conference Center North, 2025 West State Road 434, Longwood, at the I-4 Longwood (434) exit. Doors will be open from **Noon to 8 p.m. Friday**, and from **10 a.m. to 6 p.m. Saturday**.

## Making Memories Foundation

Making Memories was co-founded in 1998 by the mother/daughter team of Fran Hansen and Anna Nelson. Their story has received national coverage from Oprah, MSNBC, Redbook, Martha Stewart Weddings, Newsweek, Woman's Day and Shape magazine to mention a few. They were named 2005 Trendsetters of the Year by Modern Bride Magazine and they were honored as "Women Who Make A Difference" in a recent issue of Family Circle.

Many people know that breast cancer is the second highest killer of women in the United States, but it is a little known fact that it is the number one cancer killer of women between the ages of 15 and 54. The human toll of these statistics is staggering. Small children are left without their mothers. Husbands are left to raise families on their own. There are currently 2.8 million women in America diagnosed with breast cancer - this number is increasing rapidly.

## Press Events

Fran Hansen will be available for interviews March 23 - 25. Please call 503-307-5600 to schedule an interview, or send information to [fran@makingmemories.org](mailto:fran@makingmemories.org). Set-up time for this event will begin on Thursday, March 23 at 4 p.m. and reporters are invited to attend. Live coverage is also encouraged and may begin as early as 5 a.m. on Friday morning. Models will be wearing donated gowns during set-up for media coverage.

Please help us publicize this event. The last Making Memories gown sale in Orlando was less than a success. Thank you in advance for your support of this worthy cause. As the local contact, feel free to contact me with any questions or additional materials. You may publish my number as the local contact for public questions.

Sincerely,

Elise Enloe, Chairperson  
Brides Against Breast Cancer, Orlando 2006  
Association of Bridal Consultants-Florida  
407 977-9338 or CP 407 497-6635  
[EliseABCFL@aol.com](mailto:EliseABCFL@aol.com)

*Making Memories Breast Cancer Foundation is a recognized non-profit organization under section 501 (c) (3) of the Internal Revenue Code. For more information, please visit our website at <http://www.makingmemories.org> or call 503-307-5600.*

