

FOR IMMEDIATE RELEASE

Contact: Cassandra Nicholson

The Laidlaw Group

Phone: 617.423. 2801 x203

Email: pr@wavesofgratitude.com

WAVES OF GRATITUDE GIVES BACK TO THE GET IN TOUCH FOUNDATION

Inspired Fundraising Campaign for Teen Awareness of Breast Cancer Detection and Prevention

12/17/2009: Boston, MA – Waves of Gratitude is a company that sells Inspired Jewelry and Apparel designed to symbolize the importance of expressing gratitude. In an effort to share their gratitude for early breast cancer detection and prevention, Waves of Gratitude will donate \$3 from every purchase of a signature Large Branches of Hope necklace to the Get In Touch Foundation (www.getintouchfoundation.org) through February 28, 2009. Individuals who want to purchase the necklace can use coupon code InTouch at checkout to receive 15% off.

The Get in Touch Foundation was established by Mary Ann Wasil Nilan in 2004 to encourage women of all ages to “Get In Touch” with their bodies as part of an ongoing crusade to educate them about the importance of early breast cancer detection. The Get In Touch Girls’ Program & Daisy Wheel© teaches girls in grades 5-12 the importance of, and how to do a breast self-exam *for life* with the proprietary and effective 8-step Daisy Wheel through lectures in open community settings that facilitate comfort and discussion.

“The Get In Touch Foundation® is delighted to have been chosen by Waves of Gratitude to be a recipient of their philanthropic commitment to making a difference in our world!” Nilan says. “Each dollar that Waves of Gratitude donates to Get In Touch means one more Daisy Wheel© makes it into the hands of one more girl. Kudos to Waves of Gratitude for joining us in our mission to *“change the world one girl at a time!”* Hope Lives!”

“With each Large Branches of Hope necklace purchase, you are affecting the lives of three girls” says Cheryl Nordyke, Waves of Gratitude CEO. “Recognizing that potential, we want to offer our customers a 15% discount on any Large Branches of Hope necklace with the coupon code InTouch. Branches of Hope has always been one of the most popular Waves of Gratitude Products, so the extra discount will help us give even more back to The Get In Touch Foundation”.

Waves of Gratitude founders Cheryl Nordyke and Kim Wierman built Waves of Gratitude on the strong belief that everyone should have the opportunity to “wear” symbols of gratitude that have style and meaning. With a strong commitment to giving back and helping women of all ages live a better life, they chose to donate \$3 from every purchase of a signature Branches of Hope necklace to The Get in Touch Foundation in addition to donating 10% of net profits through December 31, 2009 to the Susan G. Komen Foundation.

Visit www.wavesofgratitude.com to see the collections of Waves of Gratitude Inspired Jewelry and Inspired Apparel. More information about The Get in Touch Foundation can be found at www.getintouchfoundation.org. For more information about this news release, contact Cassandra Nicholson, Communications Strategist at Laidlaw Group LLC, by phone at 617.423.2801 x. 203 or email pr@wavesofgratitude.com.