

FOR IMMEDIATE RELEASE

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**Twelve women and one photographer in Los Angeles, California team up to create one calendar and 12 chances to impact millions of lives.**

Los Angeles, CA – July 29, 2009 – Founded January 2009 to raise money to fund medical research and education, For Our Cause is pleased to announce the launch of its 2010 calendar and website featuring 12 amazing women supporting causes close to their hearts.

Jacqui Smith's father died in October 2008 after suffering months of pain and struggle caused by a debilitating stroke. Jacqui was convinced that not enough public attention or funds were focused on preventing and treating stroke-related illnesses. She was inspired and began speaking with friends and acquaintances and, in the process, met other women whose lives had been altered by a very personal situation. They got together and decided to share their experiences and make a difference.

Twelve women stood up to be models for a calendar that would be sold to raise money for their chosen causes. Photographer Catalina Martone, a fabulous group of stylists and the twelve models shot the calendar over two hectic weekends with everyone giving their time and talents free of charge.

The end result of Smith's dream and persistence is the beautiful, alluring calendar available for purchase August 20<sup>th</sup> at [www.forourcause.org](http://www.forourcause.org). Net proceeds will be divided equally between the 12 charities.

The twelve charitable organizations receiving donations from this initial effort from For Our Cause are;

- The British Stroke Association
- The Leukemia and Lymphoma Society
- World Endometriosis Foundation
- ALS
- Keep-A-Breast
- Talk About Curing Autism.
- Us Too Prostate Cancer
- Drop In The Bucket
- Falling Whistles
- The Napa Center
- Mychal's Learning Place
- Karma Rescue



According to Smith, "this simple calendar has the potential to be a powerful tool. It can and will help to help change a lot of lives. It's time to step forward and make a stand for what you believe in. The women who took part in this calendar did just that. Please help us realize our goals and make a difference by buying the calendar."

For Our Cause will hold a launch party to celebrate the calendar release on the patio of Warszawa Restaurant 1414 Lincoln Blvd, Santa Monica, Thursday August 20<sup>th</sup>. Please contact Jacqui Smith for more information.

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