

## **NEWS RELEASE**

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Bella B's Boutique  
6908 W. 135<sup>th</sup> Street  
Overland Park, Kan. 66223  
bellabsboutique.com

### Contacts:

Bridget Hess, 913-927-9819  
Margo Herwig, 913-269-3719

### **Bella B's to Celebrate Makeover Recipient at Reveal Party**

Shawnee resident chosen from hundreds of applicants to receive  
\$11,000 in prizes and a three-month long makeover

OVERLAND PARK, Kan. – Diva Makeover: Bella B's Style will culminate at a reveal party on Wednesday, September 5, at Brio Tuscan Grille on the Country Club Plaza at 6 p.m. Nancy Ross, a Shawnee resident who was chosen from hundreds of applicants, will reveal her transformation, a result of three months of services and merchandise donated by Bella B's Boutique, Celsius Tannery, Double Take Salon, Infinite Fitness, Natural Image by Lanette LeVota and Skin Deep Laser MedSpa – prizes adding up to a total value of more than \$11,000.

"Our panel of judges chose Nancy because we thought that she truly deserved to be pampered after the stress she has endured over the past year, with both her mom and sister being diagnosed with terminal cancer," said Brooke Doyle, Bella B's Boutique owner and stylist. "Our goal with this makeover was to help a worthy candidate not only have a lot of fun but also to feel and look her absolute best."

An excerpt from Nancy's application essay: "Last June I found out that my sister and my mom both had terminal cancer. My mom had brain cancer, and my sister Non-Hodgkins Lymphoma. My mom passed away just recently... My sister is still doing treatments. I have been under so much stress and anxiety thinking about this a lot, especially being 6 hours away from my whole family... I just feel so worn down and don't do much with myself anymore!"

After a panel of local judges representing "Diva Makeover: Bella B's Style" sponsor organizations reviewed hundreds of application essays, Nancy Ross was announced as the winner on Mix 93.3 on June x (date?). Her makeover has included workouts with a personal trainer, massages, fashion consultation, a customized skin care regimen, permanent makeup by a

professional makeup artist, two hair cuts, color and styling, and tanning. In addition, Ross' makeover story will be featured in *435 South* magazine complete with fashion photographs.

Bella B's Boutique, founded in October 2006, is a unique Kansas City boutique featuring the latest fashion trends and designer labels from the runways and coasts at affordable prices. Owner Brooke Doyle, a former model and a Kansas City native, and her staff also offer personal styling services, closet consultations and shopping parties.

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