

## For Immediate Release

**Media Contact:**  
Cindy Turek  
W.H.O. Foundation  
972-341-3019  
cindy.turek@beauticontrol.com

### **W.H.O. Foundation Awards Grant to Wisconsin Rural Women's Initiative, Inc.**

Elkhorn, WI January 10, 2011—BeutiControl's W.H.O. (Women Helping Others) Foundation, presented Wisconsin Rural Women's Initiative, Inc. with a \$27,000 grant check on January 8, 2011. The check presentation took place during the January National Spa Training Month Special Event at the Osborne Studio in Lake Geneva.

"After reviewing this organization's grant submission, it was clear that this is an organization that is truly helping the Elkhorn community," said Cindy Turek. "In the spirit of W.H.O.'s mission, and by the grace of the power of its many contributors, we are pleased to help make a difference – one organization at a time."

Executive Director Mary Bub expressed her appreciation and excitement upon hearing Wisconsin Rural Women's Initiative was receiving this grant.

"We have forged a very meaningful relationship with the W.H.O. Foundation. This collaboration is enabling women to help other women succeed through personal development programs and other grass roots training, so that they can become leaders in their community."

Wisconsin Rural Women's Initiative, Inc. is a non-profit organization working to empower women living primarily in rural areas. They use a unique Gathering Circle process established in response to women who wanted to have a voice in the community.

The grant from W.H.O. will help continue the Women Gathering Women program and provide for several other services.

"Funds will provide financial resources needed for facilitators, program expenses, preventative health screenings, a reunion weekend, a facilitator training weekend and a survivors of domestic abuse weekend. We are gratefully looking forward to a successful program year in 2011 thanks to W.H.O.," added Bub.

#### About Wisconsin Rural Women's Initiative, Inc.

Wisconsin Rural Women's Initiative empowers women through Gathering Circles. This unique and safe circle process promotes the development of personal skills and cultivates the total wellness of women. The ultimate goal is wholeness and transformation □to effect systemic change within local and world communities.

#### About the W.H.O. Foundation

Established in 1993, the W.H.O. Foundation is committed to encouraging women everywhere to help others through community service, supporting organizations dedicated to the needs of women, children and families in crisis. W.H.O. has been enlightening, educating and empowering women and families for nearly 17 years, and has awarded over 4 million dollars in grants.

###