

A Cultural Look at Coastal Living

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BECKSTRAND CANCER FOUNDATION LAUNCHES JUNIOR PEARLS BRANCH WITH TEEN MEMBERSHIP EVENT

Nearly 100 Newport Beach Teens Converge at Event Sponsored by Neiman Marcus Fashion Island

Beckstrand Cancer Foundation, which aims to improve and enhance the quality of life of children, teens and families struggling with cancer, recently hosted its newly formed "Junior Pearls" teen branch at a membership launch event sponsored by Neiman Marcus Fashion Island. Held in honor of 2-year-old cancer patient, Jalyssa Nieves, the event took place at Newport Coast Community Center and drew nearly 100 local teens, who together raised funds and registered 27 new members.

"The mission of Junior Pearls is to create awareness for the unique needs of children afflicted with cancer, and to provide them with hope through the distribution of care packages that are designed specifically for them," said 15-year-old Alexandra Spitzer, chair of the Junior Pearls auxiliary. "Our membership launch event represents an inspiring reminder of what teens everywhere can do to assist other children in need."

A sizeable raffle with prizes from local restaurants, retailers, spas and Starwood hotel properties generated more than \$1,400 in funds earmarked for Junior Pearls care packages, set to be delivered to local children's hospitals. The custom care packages include an iPod; \$25 iTunes gift card; plush robe featuring the Pearls logo; a book titled, "Why Me," which explores the journey of a pediatric cancer patient; a disposable camera, cuddly teddy bear; and a daily journal designed by a physician familiar with the therapeutic needs of children with life-threatening illnesses – all presented in a soft but durable canvas bag. A check in the amount of \$1,355 was also presented to Junior Pearls' chair, Alexandra Spitzer, by Chapman University's Panhellenic Council Vice President, Riley Donovan, and 7-year-old "Mini Pearl," Jillian Ray, who together worked to raise funds on behalf of the Foundation.

Neiman Marcus Fashion Island sponsored the occasion with donated gift bags including symbolic butterfly emblem journals, Neiman Marcus pens and custom nail polish. The event also featured music, delicious food from Chronic Tacos, and a creative scrapbook activity to be delivered to honoree Jalyssa Nieves during her ongoing treatment. To join Junior Pearls of Beckstrand Cancer Foundation or to learn more, please visit www.Beckstrand.org.

