

## **FOR IMMEDIATE RELEASE**

### **LOUDOUN CHARITY ANNOUNCES DECISIVE SHIFT IN FOCUS**

*Results in substantial impact for local breast cancer patients*

BRAMBLETON, Virginia (February 4, 2014) - The Step Sisters have announced a major shift in strategy in their fight against breast cancer. Founded in 2005, the Brambleton-based organization has raised over \$500,000 primarily towards research for a cure. The move today strengthens support for local patients undergoing treatment for the disease.

As parents, children and siblings of breast cancer patients and in some cases survivors themselves, the members of the Step Sisters realized that their work could have a stronger and more direct impact felt locally. Funds now raised by the organization will provide local patients with needed services such as transportation to and from treatment, house cleaning and fresh food delivery.

The disease itself is devastating, but in many cases, so is the treatment. "Many of us know what it is like to go through breast cancer treatment," states Angela Fuentes, President of the Step Sisters. "You may be in pain, feeling sick or tired, but life does not stop. Things around the house still need to get done, meals still need to be prepared."

The Step Sisters signed its first agreement with INOVA Loudoun Hospital in January with plans to add additional facilities in the future. Funds raised by the Step Sisters will be allocated to each partner hospital to be used at the discretion of those working most closely with patients.

"When we originally started the group, we knew we wanted to make a big difference, explains Ashley Campolattaro, Vice President. "By pivoting in this new direction, we know we are making a meaningful impact locally."

### **ABOUT THE STEP SISTERS**

Founded in 2005, the Step Sisters work to improve the quality of life for those impacted by breast cancer. Partnering with local hospitals, the group funds needed support services that directly benefit patients in Loudoun County and the surrounding areas.

A 501c3 non-profit organization, the Step Sisters hold several fundraising events with their largest, the Ribbon Run attracting nearly 2,000 participants to Brambleton annually.

For more information about the Step Sisters, please visit [www.stepsisters.org](http://www.stepsisters.org).

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