



Press Kit

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Image Reborn Provides No-Cost Support for Women Facing Breast Cancer

PARK CITY, Utah (2015) – Women diagnosed with breast cancer may face countless challenges and uncertainties. Some may deal with the disease with little support, general lack of information, financial challenges, as well as emotional and body image issues that may go unaddressed.

Established 15 years ago, Image Reborn Foundation provides no-cost renewal retreats to empower women diagnosed with breast cancer to live fully beyond the disease. The non-profit organization offers customized retreats that are primarily held in luxury accommodations in Park City. In addition to the monthly weekend retreats, one-day retreats are held in Salt Lake City as a convenient option. Held in luxury accommodations, the retreats are designed and facilitated by a highly professional staff with backgrounds and experience in addressing the special concerns of women with various stages of breast cancer.

“Navigating the journey to health and wholeness after a breast cancer diagnosis can take a toll on women both financially and emotionally,” said Jodi Holmgren, Image Reborn executive director and a breast cancer survivor. “Our retreats are customized to the needs of those attending and are structured to help attendees know they are not alone in their journey toward healing and wholeness.”

Image Reborn Foundation is a non-profit 501c3 organization supported by grants and donations. In addition, the organization holds an annual fund-raising event each year. The 16th annual celebration of life is scheduled for October 10, 2015, at Stein Erikson Lodge in Deer Valley. Sponsorship opportunities are available, and table reservations can be made at: www.ImageRebornFoundation.org.

Retreat registration available on a first come, first served basis through the Image Reborn website and is available to any woman that has been diagnosed with breast cancer (one time per person).

Retreats are customized to the needs of those attending, and may include the following:

- Discussion Groups: May include stress-reduction and coping strategies. Rediscover a sense of personal power through shared experiences, kindling courage and understanding.
- Education: Visit with breast cancer experts in an informal setting.
- Nutrition: Custom meals and nutrition education to promote a positive and delicious approach to food.

- Exercise: Gentle movement and stretching through yoga. Outdoor opportunities such as nature hikes and snowshoeing may also be available.
- Journaling: Instruction is provided on how to utilize journaling to enhance life.
- Massage Therapy: Light professional massage for relaxation and pampering.
- Rejuvenation Time: Private time to allow for rest, contemplation, art projects, or whatever each individual desires.

For a complete schedule of Image Reborn retreats and to register, visit www.ImageRebornFoundation.org or call 435.649.0066.

About Image Reborn Foundation

Image Reborn Foundation provides no-cost healing retreats to women diagnosed with breast cancer to empower them to live fully beyond breast cancer. Celebrating its 15th anniversary, Image Reborn was founded by a breast cancer survivor and a breast reconstructive plastic surgeon who understood surgeries and treatments alone do not heal a woman with breast cancer. Navigating the journey to health and wholeness after a breast cancer diagnosis can take a toll on women financially and emotionally. Image Reborn Foundation is dedicated to rejuvenation of the spirit of women facing breast cancer. Retreats are designed and facilitated by a highly professional staff with backgrounds and experience in addressing the special concerns of women with breast cancer. There is no-charge for the program that includes pampering, education and discussions, camaraderie, stress-reduction and other activities. Retreats are funded through donations from Susan G. Komen, Playing for Life Foundation, Rodizio Grill, individual donations, corporate sponsorships and others. For more information, visit www.ImageRebornFoundation.org.