



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

SABRINA GREENLEE AND S.M.O.O.O.T.H., INC. PRESENT THIRD ANNUAL PRETTY SCARS INTO STARS EVENT

Anderson, South Carolina – Continuing its mission to empower and transform survivors of domestic violence, S.M.O.O.O.T.H. announces its annual Pretty Scars Into Stars event, which is dedicated to helping women rediscover their inner power and outer beauty. This event allows C.E.O. and Founder, Sabrina Greenlee, to share her mission to empower women. S.M.O.O.O.T.H. will be providing two survivors with a day dedicated to celebration, growth, hope, and survival through cosmetic and internal restorations.

Sabrina Greenlee: "I began this organization to support, equip, and educate women during their transition from the severe grasp of domestic violence. I want to reiterate to every woman experiencing abuse or adversity, though we are apart, you are not alone - you are worthy. S.M.O.O.O.T.H. is here, and our efforts to support you will continue. That is why I am so proud to announce our third annual Pretty Scars Into Stars event."

WHO: Sabrina Greenlee (Mother of DeAndre Hopkins, Arizona Cardinals Pro Bowl wide receiver), Michelle Gilbert of Safe Harbor of Greenville, South Carolina, Stephanie Yelder, Minister of National Outreach Educator and Michael Cogdill, news journalist of WYFF4 and author of She-Rain: A Story of Hope.

WHAT: S.M.O.O.O.T.H. provides support to those who are rebuilding their lives after facing adversity. Our Pretty Scars Into Stars' participants are selected from local transitional centers or agencies to receive a "Purple Carpet Makeover." This day is dedicated to celebrating growth, transformation, and survival through external and internal restoration. Our schedule includes facials, professional hair, nail, and make up services, and an empowerment session. Following their cosmetic treatment, Pretty Scars Into Stars' honorees will receive catered refreshments and gift baskets.

WHEN: Saturday, October 24, 2020 **TIME:** 9 a.m. – 3 p.m.

WHERE: The Bleckley Inn 151 East Church Street Anderson, South Carolina 29624

2019 Testimonials:

“I loved the event and makeover. It helped me move from my comfort zone. I prayed during my journey for peace and for being able to take care of my children. I plan to finish school to become a paralegal and provide financial support for my children”. (M. Whitfield, 2019).

“I feel good and positive about myself. I have three kings to support. I moved to South Carolina three years ago. There was a lack of support systems to include family and friends. Now, I am taking positive steps in my journey to financially support my family”. (R. Paul, 2019).

“I could not believe I was chosen for this. I thank God for the opportunity to enjoy the pampering. I moved to South Carolina years ago from a troubled marriage. I feel blessed with the change in atmosphere, support and love”. (A. Jefferson, 2019).

Corporate Sponsors: It requires every ounce of energy and community commitment for a sponsor to dedicate time and services for an event. Our sponsors have allowed S.M.O.O.O.T.H. to serve survivors of domestic violence in a special way. The following organizations and companies deserve a special thank you and note of appreciation.

- The Bleckley Inn
- Tri County Rentals
- Walmart
- Zurii Norman, Hair Stylist
- Kevin Galloway, Photographer
- Anointed Hands Catering
- Decorum by Design & Catering (Waymon and Jeff Wilson)
- Lauren L Hair and Nails Salon
- Marilyn Kennedy Mary Kay Independent Beauty Consultant
- Crystal G.@DreamSalon

To learn more about S.M.O.O.O.T.H., Inc. please visit www.smoothinc.org

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S.M.O.O.O.T.H., Inc. was founded by Sabrina Greenlee in 2013 and is a 501c (3) non-profit organization whose mission is to educate and empower women and children through mentoring, counseling, lectures, and outreach activities. S.M.O.O.O.T.H. gains access to survivors while in transitional centers, assesses their needs, aspirations, and self-awareness to connect them to reputable community resources. They have chapters located in South Carolina and Texas.