



For Immediate Release — MWM I

WHAT: Military Wives Makeover and Honorary Dinner
WHEN: Wednesday, February 10, 2010 from 11:00 A.M. to 8:00 P.M.
WHO: 25 wives and widows of deployed U.S. servicemen

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Business hosting a Valentine's Military Wives Makeover event for wives of deployed U.S. servicemen to honor them for the sacrifices they make while their husbands serve overseas. Event will include a day of catered lunch, hair and makeup salon treatments, and shopping for a new outfit, capped by a dinner in their honor where they can showcase their new look.

Salt Lake City, UT — February 4, 2010 — Most Americans can appreciate the sacrifice of our brave men and women in uniform deployed in service to our country, but often forgotten are the families they leave behind. In light of the many challenges these families face, Cathy Cardenas, founder of Designer HomeTending and the Cathy Cardenas Co., is hosting a special Military Wives Makeover day to pamper and honor 25 of these military wives whose husbands will be deployed on Valentine's Day.

Made possible by generous corporate and private donations, Cardenas will treat these 25 women—two of whom are widows of men who lost their lives in the line of duty—to a day and evening of beauty treatments and shopping before a dinner in their honor where they can showcase their new look.

The day will begin with a complete hair and makeup "makeover" at Cameo College of Essential Beauty in Salt Lake City where they will also enjoy a catered lunch provided by Jason's Deli. The afternoon will be spent shopping for new clothes and accessories at Ross Dress for Less in Taylorsville using gift cards donated by several private individuals.

The day's culminating event is a dinner in these women's honor provided by Mimi's Café in Murray, where they will be able to show off their new look and be professionally photographed. These photos will be sent to their husbands overseas. During dinner, they will also be entertained by motivational messages from two guest speakers. At the evening's conclusion, the women will receive gift bags from Designer HomeTending.

Cathy Cardenas, a successful entrepreneur and single mother spends a portion of her companies' earnings on philanthropic activities.

"My heart truly goes out to these women who are making a sacrifice as great as their husbands who are fighting overseas," Cardenas said. "I wanted to find a way to give back to them, especially with Valentine's Day approaching."

When she learned about her participation in this special event, one of the widows became very emotional at the thought that people want to do something like this for her.

Doug Carver, a U.S. Army veteran said, "As a veteran, and having been stationed overseas, I understand the hardship it places both on the serviceman who is away from home and his wife who has to pick up the resulting slack, assuming the role of both father and mother in the home. A lot of the time the sacrifice of these strong women is overlooked and they can feel underappreciated, so this is really a great way to let them know that we appreciate them just as much for their own sacrifices."

"I am a Vietnam Veteran. I arrived in Vietnam on January 1, 1968 when the TET OFFENSIVE was exploding. I applaud thunderously Cathy Cardenas' exquisite effort. Cathy has a heart of GOLD" ----
Bruce Merrin