

helping  
women help  
themselves



FOR IMMEDIATE RELEASE

Contact: Debbie Simons  
(602)261-7158

### **Fresh Start Women's Foundation Expands Services to East Valley**

GILBERT, Arizona (October 14, 2009) – Fresh Start Women's Foundation (FSWF) hosted an inaugural charity dinner at Villa Siena on October 1st to launch their East Valley Expansion. The pilot phase, which began in May 2009, is currently underway offering a sampling of services. The official program – a portable model of their Phoenix center - will begin in February 2010 at Gilbert Elementary School and will provide the following services to women in the area: legal information sessions, family law support, seminars and education services, and a personal development series.

“It was an amazing turnout for a first-time event. You could feel the excitement and collaboration centered around bringing these much-needed services to women in the East Valley,” shared Barbara Ralston, President and CEO of Fresh Start Women's Foundation.

During the evening awards were given to recognize the East Valley Man and Woman of the Year. This year's recipients were Ramon Elias, President/CEO of Boys and Girls Club of the East Valley and Chief Sherry Kiyler of the City of Chandler Police Department. Mr. Elias has dedicated his career of 36 years to empowering youth and has grown the East Valley Boys and Girls Clubs to 11 branches. Chief Kiyler has built a legacy of fostering relationships between the corporate arena and the community, and oversees more than 500 Chandler police department employees.

The event was chaired by Joan Saba of Saba's Western Wear and emceed by Laurie Eberst, President/ CEO of Mercy Gilbert Medical Center. A silent and live auction to raise funds for the program featured items donated by local organizations.

The East Valley Expansion program was made possible by a grant received from Humana's Arizona Benefits 2008 Community Giving Program.

Fresh Start Women's Foundation empowers women to help themselves with services that are focused on three core values: economic self-sufficiency, self-esteem enhancement and lifelong learning. For more information, visit [www.wehelpwomen.com](http://www.wehelpwomen.com).

###