

**MOTHER – DAUGHTER WORKSHOPS ON SELF ESTEEM
OFFERED BY BUSINESS WOMEN'S GROUP**

Lebanon, NJ – Promoting the messages in the “Dove – For Real Beauty Campaign,” the Business Women’s Charitable Foundation (BWCF) is sponsoring interactive Mother - Daughter self-esteem workshops in August and September in the Hunterdon County community. The program is ideal for Mother and their Daughter who are within the ages of 8-14.

“Our workshop touches on many of the confusing issues our young girls face around the subject of beauty,” says Cynthia Schick, board member of the BWCF. “We help them understand what the real definition of beauty is in a culture that unfortunately idolizes celebrities and magazine covers,” she added.

Although sponsored by the BWCF, the workshops will be hosted by The Lebanon Reformed Church in Lebanon. The content of the workshop is based on the research gathered by the Dove Company (www.dove.com) on what impact’s self esteem in young women. The August workshop is scheduled for Thursday evening, August 20th and the September date is set for Wednesday, September 23rd. The workshops will begin at 7:00 p.m. and will last approximately 2 hours. Snack and drinks will be served.

“This interactive program is a fun way for mothers and daughters to bond, while at the same time encourage conversation around sensitive issues growing young girls face every day,” says Linda Searles, co-facilitator and board member of the BWCF.

Registration upfront is required. A small fee of \$20 will be charged at the door for each mother and daughter couple. To register for one of the scheduled Workshops, call Cynthia Schick at (908) 236-2989. Seats are limited.

The Business Women’s Charitable Foundation (**BWCF**) is a non-profit foundation established by local women business owners for the purpose of improving the lives of women in the community. The **BWCF** hosts several fundraising events each year with proceeds donated to organizations that serve women and scholarship funds that help women start their own businesses.