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**THE PINK RIBBON RUNWAY GALA WILL
SPARKLE WITH CHACHABELLA**
Atlanta based designer will premiere new “ChaCha for the Cure” line at event

ATLANTA, GA (March 7, 2008) – ChaChaBella, the high-end designer accessory company, announced today that it will reveal a new line of its signature Swarovski crystal sparklers called *ChaCha for the Cure*. The pink collection of handmade rings will be introduced at the Pink Ribbon Runway Gala on March 14 in Auburn, GA at the Carl House.

ChaChaBella President Heather Roe Thompson is thrilled to be joining in on the fight for finding a cure. “Breast cancer research is critically important to everyone at ChaChaBella,” says Thompson. We’re proud to say that we will donate fifty percent of the proceeds of this new line to the Georgia Cancer Foundation, as well as fifty percent of every other pink ring - and even our rings named after the people who’ve been touched by breast cancer.”

The Pink Ribbon Runway Gala is a formal fundraising event to benefit breast cancer research, education, screening, outreach and treatment. Fifty percent of the proceeds from the Gala will be donated to the Georgia Cancer Foundation. *Gala details: March 14 from 7:30-11:30pm at the Carl House, 1176 Atlanta Highway, Auburn, GA 30011.*

Visit the ChaChaBella boutique that never closes to shop and learn more about the company at www.chachabella.com

About ChaChaBella:

Designing from her suburban Atlanta home, mother of two - Heather Roe Thompson - has created a new phenomenon in accessorizing that is sweeping the nation, *The ChaChaBella Friendship Ring*. Her company, ChaChaBella, succeeds by encouraging women of all ages to let their own light shine with creative, high-end designer gift-giving opportunities.

About The Pink Ribbon Runway™

Founded by Kelly Charles-Collins, owner of K Nicole, to celebrate the grace and dignity with which her mother, aunt, godmother, and so many other women have triumphed over breast cancer. This event also serves to heighten awareness of the many lives that have been and will be lost to breast cancer if a cure is not found.