



Empowering & Enriching Women, New Orleans Style!

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FestiGals 2014 Tops the Charts

NEW ORLEANS, LA (June 30, 2014) – FestiGals recently wrapped up its 4th annual women’s celebration in New Orleans with resounding success. From **Thursday June 19th** through **Sunday June 22nd** nearly 1,500 women from across the country united in the Crescent City to take part in one of the most unique festivals of its kind. The jam-packed four day extended weekend attracted a diverse cross-section of women for a variety of enrichment and empowerment seminars framed within the context of a carefree celebration.

New to FestiGals’ programming this year was **Branding YOU**, one day devoted exclusively to personal and professional development. “We had over 200 women sign up for Branding YOU programing and the feedback from those that attended was very positive. Our speaker series resonated to many of the woman in our audience,” says FestiGals founder **Diane Lyons**. The day included seminars designed to help women “be all that they can be.” The highlight of the day featured women’s champion **Tory Johnson** of ABC’s *Good Morning America* who delivered a keynote speech to a capacity crowd. Johnson’s candid and powerful presentation inspired all in attendance and garnered a standing ovation by a very appreciative audience.

FestiGals signature event, ‘**Bodacious Bras for a Cause**’ **Auction & Luncheon**, showcased over two-dozen pieces of unique Bra-ART designed by celebrities. One of the most coveted pieces up-for-bid was **Queen Reesie’s** creation, *Blue Spark*. **Cherice Harrison-Nelson**, aka “Queen Reesie,” is a third generation Mardi Gras Indian and a breast cancer survivor. “Bodacious Bras for a Cause was a way for me to honor my life while engaging in artistic expression that emanates from a tradition that celebrates beauty and strength. The bra gives me an opportunity to shout out to my *sistahs* on social media sites to ‘get your boobs checked!’ During my treatment, I was a recipient of a wig, knit hat and bra from the Cancer Society. It made a difference in my recovery and I didn’t feel alone,” explained Harrison-Nelson. This year’s FestiGals Bodacious Bras for a Cause Auction raised over **\$15,000** for the **Cancer Association of Greater New Orleans**.

“FestiGals has developed into a national gathering of women who want to celebrate the best things about each other while sharing the wonderful elements of one of America's most authentic and culturally diverse cities,” said **Mark Romig**, president and CEO of **New Orleans Tourism Marketing Corporation**. "We congratulate FestiGals for its tremendous growth over the last four years and we are looking forward to seeing this become one of our summer's most enduring festivals."

With yet another success behind them, the FestiGals organization is already looking ahead and planning for **FestiGals 2015**. If you missed this year's celebration, festival organizers are calling upon all women to hold open **June 18-21** on their calendars for another fabulous opportunity to celebrate the art of womanhood in New Orleans. For the latest news on all FestiGals news, events and activities throughout the year, visit Festigals.org, like us on Facebook at [Facebook.com/FestiGalsNewOrleans](https://www.facebook.com/FestiGalsNewOrleans) and follow us on Twitter @FestiGalsNOLA.

About FestiGals

*FestiGals is a 501(c) (3) non-profit organization. **Diane B. Lyons**, DMCP, CMP and **ACCENT on Arrangements, Inc.**, a DMC NETWORK COMPANY, produces the annual event held in **New Orleans** each June. FestiGals maiden-voyage in 2011 attracted over 150 women. Last year, 400 women from over 15 states throughout the country converged on the Crescent City for the weekend-long celebration. The **New Orleans Tourism Marketing Corporation**, the **New Orleans Convention and Visitors Bureau**, and the **New Orleans Chamber of Commerce** all endorse this unique women's event. Collectively, the FestiGals fundraising initiative, "Bodacious Bras For A Cause," has raised over \$55,000 with 100% of the proceeds dedicated to **the Cancer Association of Greater New Orleans**, an organization that supports underserved women. For more information on FestiGals, visit www.FestiGals.org or call **1-855-425-9563**.*

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