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***Swedish Beauty Donates to the Nation's Capital!***

4-13-2015

Washington, D.C.

Swedish Beauty loves to partner with admirable organizations! The National Cherry Blossom Festival is dedicated to promoting the beauty of nature and international friendship through year-round programs, events and educational initiatives that enhance our environment, showcasing arts and culture and building community spirit. Their Pink Tie Party kicks the annual festival off in style, while raising funds for the city. Over 800 attendees wore their finest "Pink Tie" cocktail attire and enjoyed cuisine from distinguished chefs, cocktails, live music, dancing and a silent auction. Swedish Beauty generously donated a gift basket of tanning and after tan goodies to the silent auction, valued at over \$200 and including Be My Cherry Baby natural bronzer of course!

The 9<sup>th</sup> Annual National Cherry Blossom Festival, the country's greatest springtime celebration, is held in the nation's capital, Washington D.C., from March 20<sup>th</sup> through April 12<sup>th</sup>. The festival celebrates the gift of the cherry blossom trees and their symbol of enduring friendship between the citizens of Japan and the United States. Timed in conjunction with the peak blooming period of the trees, the city-wide event attracts visitors and area residents to hundreds of events in partnership with more than 30 organizations, including Swedish Beauty.

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