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**FOR IMMEDIATE RELEASE**  
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## **OPERATION COURAGE IS BEAUTIFUL**

### **Congressmen Filner and Hunter Rally Behind Project to Support Female Troops**

**[10.22.2009 San Diego, CA]** Congressmen Bob Filner and Duncan Hunter are among the many folks and organizations who have come together to support Operation Courage Is Beautiful (OCIB). OCIB, a StyleSynch project in partnership with the Veterans of Foreign Wars Post 3787 and the San Diego Armed Services YMCA, endeavors to make a difference in the lives of our military women through care packages specifically geared towards deployed female troops. These care packages will be filled with beauty, skin and bling products.

“The basic concept behind any deployment is to get through it with as much comfort as possible,” says San Diegan Heather Diaz-Keane, First Class Petty Officer Yeoman currently serving in Iraq. “Something as simple as a favorite scented soap [or] lotion can make the biggest difference in how you feel about yourself.... [It’s] really a morale and self-esteem booster for us.”

“The response from the women in the military that we’ve interviewed and the public for Operation Courage Is Beautiful has been overwhelmingly positive,” says Cindy Chan, CEO of StyleSynch and Founder of OCIB. “With more than 356,000 women currently serving in the armed forces, we truly aim to bring some joy and femininity into their service lives. As part of our commitment, StyleSynch will be donating several thousand dollars worth of our bling ipod earbuds to be included in these OCIB care packages.”

Bob Zimmerman, Senior Vice-President of the VFW Post 3787 Men’s Auxiliary says, “My mission, serving those who serve our country for the past four years, has been and will continue to be to put smiles on their faces, laughter in their hearts, and camaraderie in their lives. Having Operation Courage is Beautiful as an integral part of that mission, with special recognition for our female troops in harm’s way is like frosting on a cake. By embracing our nation’s young women who have chosen to serve our great country, I am very pleased to say we, the people, ‘Thank you for your service.’”

OCIB is calling on the public to support our female troops by donating to the cause. In addition to online donations, from Sunday, November 1<sup>st</sup> to Sunday, November 8<sup>th</sup>, supporters can drop off donations at various locations throughout San Diego, from Del Mar to El Cajon to Chula Vista. A wishlist of items service women have asked to be included in care packages include new and unopened deep conditioners, facial

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moisturizers and flavored lip balm. Details on locations, times, wishlist and more can be found at <http://OperationCourage.org> or email [Courage@StyleSynch.com](mailto:Courage@StyleSynch.com).

“We’re honored and pleased to be working with such venerable organizations. I thank my team of generous volunteers and local businesses for the countless hours put into this effort and all the donors who have expressed their support,” states Ms. Chan. “Together, we can really make a difference in the lives of our woman warriors.”

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StyleSynch is a women and minority-owned small business revolutionizing the way women relate to their tech gear through fashionable electronics and electronics accessories for women.

The objects of the Veterans of Foreign Wars are fraternal, patriotic, historical and educational; to preserve and strengthen comradeship among its members; to assist worthy comrades; to perpetuate the memory and history of our dead, and to assist their widows and orphans.

The San Diego Armed Services YMCA has assisted since 1921 the San Diego Military with free family bonding, social networking and youth enrichment programs to help them stress less and connect more in mind, body and spirit.

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To obtain more information, visit <http://operationcourage.org>. To schedule an interview with Cindy Chan, CEO of StyleSynch, please call 858.225.9892 or email [Courage@StyleSynch.com](mailto:Courage@StyleSynch.com).

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