

HENNA CROWNS *of courage*

Henna Crowns of Courage - Memo

Date: April 14, 2020

To: Amanda Joy Gilbert, founder and executive director of Henna Crowns of Courage

From: Celeste Reyes, (248) 770-1340, reyesce@mail.gvsu.edu

Subject: Media Kit

This memo is to report the progress made on the media kit presented to Henna Crowns of Courage. This media kit contains a contact list with 11 contacts from all media outlets, a news release tailored directly to your organization, a pitch letter, a feature release, and a video news release. The information presented in this media kit was retrieved from primary research with Gilbert and secondary research on the company through their website, print content, and online content.

The contact list consists of people in Michigan, Illinois, Wisconsin, and Missouri. In order to launch your kickstart video and raise funding for the national bus tour, you must connect with people in neighboring states. This provides more places for you to promote awareness as well as contacts when you begin the bus tour and are in search for places to hold events. The news release is dedicated to explaining the mission of Henna Crowns of Courage and introducing the kickstart video. This can be sent out to any contact in the contact list or to any local television,

radio, or print station. The pitch letter is specific to a contact that focuses on subjects similar to the mission of Henna Crowns of Courage. It informs the reader of an upcoming marketing event that could take place for promotion of the organization and its mission. Lastly, there is a video news release that is specified toward the launch of the kickstart video and introduces the national bus tour.

For any more information, questions, or concerns regarding this media kit, please contact me at (248) 770-1340 or by email at reyesce@mail.gvsu.edu.

Best regards,

Celeste Reyes

HENNA CROWNS *of courage*

News Release

EMBARGO – May 1, 2020

Contact: Amanda Joy Gilbert, Henna Crowns of Courage executive director, (626) 437 – 4120, info@hennacrownsofcourage.org

Henna Crowns of Courage Launches Kickstart Program in January 2021

GRAND RAPIDS, Mich. – Henna Crowns of Courage sets a goal to head out on a bus tour throughout the country to connect with women and young girls and learn their stories of battling cancer. They are launching a kickstart video to publicize their organization and receive funding that will allow the team to spread their mission across the country.

Henna Crowns of Courage is a nonprofit organization dedicated to providing a community to women with cancer. Their mission is to empower women to feel beautiful and strong when they are suffering from fear and anxiety during a life-altering and intense process. Henna Crowns of Courage team spends their time connecting with their clients to do their makeup, design a henna tattoo on their heads and hands that reflects personal stories of their journey, and learn

-more-

their story and struggles.

During the crowning process, the women are greeted with makeup artists, henna specialists, a videographer and a photographer to document their experience and allow them to share their story online. This mission began by holistic treatment and henna artist Amanda Joy Gilbert in 2015 during her volunteering experience at Beautiful You Salon by Profile.

“I knew the healing power of Art Therapy as I used henna as a meditational tool for myself when dealing with anxiety. Hearing the different stories of women I met when giving them their crowns gave me a desire to share these stories with people around the world,” says Gilbert the executive director of Henna Crowns of Courage.

Gilbert suffered her own anxiety and panic issues and realized one thing that allowed her to feel better was the calmness of applying henna on herself. The project that allowed this organization to prosper was the Live Henna Crowning project at ArtPrize. Onlookers at the event did not realize the project was a platform for cancer patients to share their stories with others, rather a piece put together for ArtPrize. The Live Henna Crowning project took fifth place that year with over 300,000 votes.

For Henna Crowns of Courage to receive their funding for a kickstart campaign, they are striving to circulate their YouTube videos to go viral and accept grants and donations from those who are drawn to donate.

-more-

About Henna Crowns of Courage

Henna Crowns of Courage is a 501c3 nonprofit organization, empowering women and children who have lost their hair due to chemotherapy by adorning them with free, elaborate, personal, lavender infused henna designs that lasts up to two to three weeks on the crowns of their heads. We incorporate makeup, photographer and videography to share their stories and bring awareness to different types of cancer. We also have an online community where the women can connect, communicate and share their lives together. For more information on Henna Crowns of Courage visit <https://www.hennacrownsofcourage.org/about/>.

-end-

Sources:

Amanda Joy Gilbert, Henna Crowns of Courage executive director, 626-437-4120

HENNA CROWNS *of courage*

Pitch Letter

April 14, 2020

Mallory Patterson

Entertainment and Culture Attendant

Kalamazoo Lively Arts

301 Fulton Street

W Grand Rapids, MI 49504-6430

Dear Ms. Patterson:

I would like to inform you of the pop-up marketing event Henna Crowns of Courage is hosting next month. We are contacting specific journalists, reporters, and photographers to attend the day event to learn more about the organization and its mission before we begin our national bus tour. This event will take place Wednesday, May 27 from 1 p.m. - 5 p.m. located at the Grand Rapids Public Museum.

Henna Crowns of Courage is a nonprofit organization dedicated to making women and young girls feel beautiful during their battle with cancer. The team spends time connecting with their participants to do their makeup and design a henna tattoo on their heads that reflects stories and feelings of each personal journey. This project began in 2015 and we are launching a kickstart video to broadcast on our social media platforms and our website to help us gain funding to go on a national bus tour.

Your seven years of experience in collecting and reporting stories of culture and entertainment led us to believe you would thoroughly enjoy this event as well as share with your audience the organizations mission and its plan for the future. After careful consideration we have narrowed down our final attendees and we are pleased to invite you to join us for this celebration of Henna Crowns of Courage. I will be available for an interview on Wednesday, May 27 from 2 p.m. - 4 p.m. A couple of the henna and makeup artists gladly offered to be available for interviews during the time of the event. You are welcome to take any recordings or photos for work-related content.

At the Henna Crowns of Courage marketing event there will be henna and makeup artists doing free makeovers for anyone who signs up on our website. We will provide food and beverages until supplies last. The Grand Rapids Public Museum has offered to donate a dollar for every public pass purchased that day to our nonprofit organization.

I hope that this information intrigues you to visit our unique event taking place. Please feel free to contact me at 626.437.4120 or reach out by email to info@hennacrownsofcourage.org if you have any questions or concerns. I will follow up by Tuesday, May 5 at 4 p.m. to hopefully see you accept this invitation.

Best regards,

Amanda Joy Gilbert

Executive Director

Henna Crowns of Courage

HENNA CROWNS *of courage*

Feature News Release

Healing Power of Henna

Founder and Creator of Henna Crowns of Courage Shares How Her Story Led to Helping Others

Contact: Amanda Joy Gilbert, Henna Crowns of Courage executive director, (626) 437 – 4120,
info@hennacrownsofcourage.org

FOR IMMEDIATE RELEASE

Grand Rapids, Mich. April 14, 2020 -- Amanda Joy Gilbert began her journey with the healing power of henna when she was going through a personal struggle with anxiety. The scent, the feel, and the cultural meaning of the art form allowed her to feel peace within herself. She volunteered her time to creating henna tattoos on the heads and arms of women battling cancer and learning their stories at a salon in Comstock Park, Michigan. Hearing the stories of the many women she met gave her a desire to share these stories with the world, which led her to create the nonprofit organization, Henna Crowns of Courage.

Henna Crowns of Courage was founded in 2015 and continues to operate on a larger scale today. Women apply online and are presented with makeup and henna artists, a photographer, and a

-more-

videographer to document their experience. They are encouraged to not look at their crown until it is completed which Gilbert revealed to be a strong experience for both.

Gilbert has crowned many women and created a project that was presented at ArtPrize 2017 that featured women getting henna tattooed live. Kristen Nauss is a 45 year old woman who was battling life altering cancer last year. She received a crowning from the Henna Crowns of Courage team and published her story online.

Nauss says, “When you get a chance to stop and look in the mirror for a moment and you don’t see your skin tone that’s not right and the fact that you are proactively bald, but you see the artwork and makeup; it’s not so much a mask that people are putting on you, but a chance to let your beauty out.”

Once the art is done, Gilbert provides an affirmation for the women to carry with them during their journey.

Gilbert says, “Henna broke cultural boundaries and allowed me to bring people together to create a spiritual and healing connection. By crowning these women, it reveals that their identity is not cancer, it is not the diagnosis, but it is the beauty that is inside of them.”

Henna Crowns of Courage is searching for funding that will allow them to go on a national tour to crown women and encourage them to tell their story. To learn more about this organization go to hennacrownsofcourage.org.

-more-

[Photos of Henna Crowns of Courage participants and team members are available online at [hennacrownsofcourage.org](https://www.hennacrownsofcourage.org)]

About Henna Crowns of Courage

Henna Crowns of Courage is a 501c3 nonprofit organization, empowering women and children who have lost their hair due to chemotherapy by adorning them with free, elaborate, personal, lavender infused henna designs that lasts up to two to three weeks on the crowns of their heads. We incorporate makeup, photographer and videography to share their stories and bring awareness to different types of cancer. We also have an online community where the women can connect, communicate and share their lives together. For more information on Henna Crowns of Courage visit <https://www.hennacrownsofcourage.org/about/>.

Sources: Amanda Joy Gilbert, executive director and founder of HCC, (626) 437 – 4120, info@hennacrownsofcourage.org

Kristen Nauss, HCC participant, 555-555-5555

-end-

HENNA CROWNS *of courage*

Henna Crowns of Courage Launches a Kickstart Campaign for a National Tour

VNR Script (:90)

Suggested anchor intro: A Grand Rapids nonprofit organization, Henna Crowns of Courage, is launching a kickstart campaign to pursue their mission of going on a national tour to find and connect with women and young girls battling cancer. Here is (reporter's name) with the story:

AUDIO:	VISUALS:
VO: Henna Crowns of Courage is a Grand Rapids native organization that connects with women undergoing chemotherapy treatment to create personal henna designs on their heads and forearms.	B-roll of young girls and women getting their makeup and henna done during their crowning experience.
VO: Henna Crowns of Courage was founded in 2015 and continues to operate on a larger scale today. Founder and executive director, Amanda Joy Gilbert, has helped organize over 100 crownings with a team of makeup and henna artists as well as photographers and videographers to document the experience	Amanda Joy Gilbert and her team members setting up for a Henna Crowns of Courage experience.
VO: Next month, the organization is releasing a kickstart video to begin their campaign. Joy Gilbert explains the goal of the organization and its team members.	Reporter presenting information in the studio.

<p>SOT: (Amanda Joy Gilbert, executive director, Henna Crowns of Courage, :15)</p> <p>“The goal of our project is to share these women’s stories with others and shed light on a dark time. We are not capable of crowning everyone, but we have set out to launch a national bus tour to crown as many women as possible and create a community among those who relate to the stories that are told through this experience.”</p>	<p>Amanda Joy Gilbert</p> <p>Henna Crowns of Courage, founder and executive director</p>
<p>VO: The team set a goal to receive ten thousand dollars during the campaign to help with the planning of the tour. For more information regarding donations and upcoming events, visit www.hennacrownsofcourage.org</p>	<p>Screenshot of the homepage of Henna Crowns of Courage website.</p>

Suggested anchor close: The Henna Crowns of Courage campaign will reveal never before seen digital footage of recent participants and marketing events taking place in downtown Grand Rapids. For more information on the story, visit www.woodtv.com

Sources:

Amanda Joy Gilbert, 626.437.4120, info@hennacrownsofcourage.org

-end-