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## For Immediate Release

Harmony Day Spa (HDS) is a professional skin care and therapeutic massage and wellness spa facility located in Caldwell, NJ serving the West Essex community since 2003. HDS is committed to philanthropic endeavors from the very start by sponsoring and participating with charities such as Girls Inc, CASA, ACLA, The March of Dimes, Hudson Cradle, Team in Training Triathlon for the Leukemia and Lymphedema Society and the Community Food Bank. We believe it is important to give back to the communities that we serve.

As alternative wellness providers and licensed spa professionals we often see firsthand that spa services are no longer a luxury or pampering item. It is simply self-care and not selfish. We often see the effects that self-harm, anxiety, depression or previous traumas may affect a person during a treatment. We choose to treat our clients with dignity, awareness, empathy, and inclusion coupled with professional technical skills. Quite simply, we support mental health first aid.

This year HDS found <u>The Felix Organization</u> almost by accident and was incredibly touched by their mission. The Felix Organization provides inspiring opportunities and new experiences to enrich the lives of children who are growing up in the foster care system. We gravitated to this charity and founders' positive message for foster youth, especially teen and tween. We acknowledge that foster youth that learn positive coping mechanisms to reduce stress and anxiety from any adverse childhood experiences are more likely to not go to extreme measures such as self-harming or suicide.

Coincidentally, HDS owners and Caldwell residents Amy and Stuart Waldorf are pop culture fanatics and were able to meet the co-founder of the Felix Organization at an event for comic books! Darryl McDaniels, of the iconic rap group Run-DMC is also a comic book writer, author, and most notably adoption and foster care advocate. After discovering as an adult that he was adopted, DMC began his journey down another life path in search of his birth mother. While his struggle was captured in the Emmy-winning VH-1 documentary, "DMC: My Adoption Journey", the process gave DMC insight and purpose, prompting him to become an advocate for adoption and foster children. He was invited to the White House by President Obama to address youth groups on responsibility and has appeared before Congress and State Legislatures in support of this cause. Along with his work as a musician, author and speaker, DMC has been the recipient of awards including Hard Rock's Love All Serve All Award for his philanthropic endeavors. DMC also sits on the board of directors of JMJ Foundation, Children's Rights, and Garden of Dreams.

Alternatively, we partnered with <u>Malicious Women Candle Co</u> a two-year-old candle company started as a way of coping after the suicide of a dear friend. This, sassy, "say what you mean, not what you should" company isn't just about sass and good smells. The owner of this company, Lacie, was driven to do something for those who might be suffering. Each candle has a little humor, snark, kindness and maliciousness. All inspired by her dear friend. The Warrior candle is a reminder that our stories aren't over. Lacie made this candle with the hope of sharing it with the rest of you—to

remind us all we are more than what we battle. This candle is for those of us that are still fighting, and those brave Warriors who have left us. This is our candle and we want to share it with all of you. HDS sold out of the Warrior candle on day one. Clearly, we are dealing with real issues in West Essex, NJ. Malicious Women Candle Co donates a portion of their sales to The American Foundation for Suicide Prevention.

For mental health first aid awareness, we could not be any prouder to bring these two organizations together at HDS. We brought these organizations in organically as we emphasize as service providers keeping guests healthy both in and out of their skin is our number one priority.

HDS will be presenting a donation check to The Felix Organization including Darryl "DMC" McDaniels.

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Harmony Day Spa was founded in 2003 by Amy Waldorf to provide clinical and therapeutic skin care and body work to New Jersey residents. With over 20 years of experience in the professional skin care industry, we feel that we have found the finest solution based aesthetic treatments, relaxation products, and services available. Contact us today to schedule your next appointment!