



empowerHER

P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

## NEWS RELEASE

July 6, 2016  
FOR IMMEDIATE RELEASE

Contact:  
Elyssa Duncan, Public Relations Director  
781-258-6690  
[EDuncan@empowerher.org](mailto:EDuncan@empowerher.org)

### EMPOWERHER HOSTS FIRST ANNUAL BEACH SOIREE

SCITUATE, MA – EmpowerHER, a nonprofit based out of Scituate Massachusetts that helps support girls who lost their mother at a young age, will be hosting their first annual Beach Soiree on Thursday September 22 at 7:00 p.m. at the Bulman Marine. Tickets for the event are available online and cost \$75 per ticket.

This event will feature a waterfront Raw Bar presented by Mullaney's Seafood as well as other delicious food offerings by Gallet, Mother Anna's, Oro, and more. The night will also include featured whiskey tastings from the acclaimed Boston Harbor Distillery and steel drum music followed by a DJ and dancing. "We are so excited about this event. It will be such an amazing opportunity for our young women to share their powerful stories with the community and help spread awareness and celebration of our mission" says founder, Cara Belvin.

Actress Erica McDermott, best known for her work in *The Fighter*, *Black Mass*, and *American Hustle* will be emcee of the night. In addition to providing a fundraising opportunity, this event will help celebrate the organization's mission through powerful stories of families in our communities who have been impacted by empowerHER.

empowerHER is a nonprofit organization for young girls who have experienced the young loss of their mother. Founded in 2013 by Cara Belvin, the organization's mission is to support young girls by enhancing their experiences by instilling confidence and reduce isolation through a large community of sisterhood that offers hope and comfort. For more information on empowerHER visit the website at [www.empowerher.org](http://www.empowerher.org)

For media inquiries or advance media credentials contact Elyssa Duncan at (781) 258 - 6690.



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

### **BACKGROUNDER**

Founded in 2013, empowerHER is a nonprofit organization for young girls who have experienced the young loss of their mother. Founder, Cara Belvin, lost her mother to a two-year battle with cancer when she was just 9 years old, she recognized the need in her community for an organization that would allow women to talk about the loss of a young mother in our community and ways to offer help to the family that would not be intrusive.

Starting from a small team of four volunteers, empowerHER has grown to become a community of over 50 volunteers, 3 board advisors and over 65 members, the organization now offers two different types of programming for young women and their families, all at no cost. The organization hosts various outings and events such as their annual Mother's Day Retreat and their annual Summer Beach Bash as well as spa parties, fitness activities and crafting days. The goals of the activities are to reduce stress and isolation to inspire girls to see the most beautiful things in life, despite the heartbreak of losing a loved one.

Another large offering the organization has is their one-on-one mentoring program for girls, regardless of their age. The program matches a young girl with a powerful, influential role

-more-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

Page 2 of 2

model from the community. Through a recruitment, screening and matching process, it creates a mentoring relationship throughout the year that is tailored to meet the ever changing needs of a young girl and her family in need after a tragic loss.

The purpose of empowerHER's programs are to remind girls they are never alone and will always have support through this tough time in a beautiful world. Through celebration of their mother's lives and memories, they help with the journey of grief and provide support to all, including immediate and extended family.

Contact:

Elyssa Duncan, Public Relations Director  
(781) 258-6690  
EDuncan@empowerher.org

-###-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

### **EMPOWERHER BEACH SOIREE FACT SHEET**

Our 1st annual beach soiree will be a night of influence, fun, food, and great company. Guests will learn about our unprecedented programs and be inspired by our empowerHER stories. We invite all to join us and empower young girls across Massachusetts to live hopeful, healthy lives.

**DATE:**

Thursday, September 22, 2016

**TIME:**

7:00 p.m.

**LOCATION:**

Bulman Marina, Scituate Harbor

**COST:**

\$75 per ticket. Additional donations are welcomed and appreciated.

**AUDIENCE:**

Our waterfront event will bring together 250 influential individuals and corporate partners whose generosity is empowering us to go above and beyond our imaginable measures.

**SPONSORSHIP OPPORTUNITIES:**

We offer extraordinary sponsorship opportunities at multiple levels that provides any company an opportunity to build brand loyalty, attract new customers, and showcase your commitment to your community. If you would like to sponsor event or find out more details, please contact Cara Belivn at [cara@empoweringher.org](mailto:cara@empoweringher.org).

**CONTACT:** Elyssa Duncan, Public Relations Director - [EDuncan@empowerher.org](mailto:EDuncan@empowerher.org)



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

CARA BELVIN  
FOUNDER OF EMPOWERHER

### **BIOGRAPHY**

At the age of 9, Cara Belvin faced a devastating hardship, the loss of her mother. After battling breast cancer for two years, her beautiful mother at the young age of 37 was called to paradise. She now acts as the founder of two non-profit organizations and has been recognized as one of Boston's Exceptional Women by Magic 106.7 FM and South Shore Living Magazine's Women of Influence.

After recognizing a need in her community, Cara founded empowerHER in the summer of 2013. "empowerHER was formed out the gratitude I felt for all the layers of support I had growing up – And, now that I'm a mother myself, I felt it would be as much for these mothers as it would be for these young girls. I envisioned an organization that would allow us to talk about the loss of a young mother in our community and ways to offer help to the family that would not be intrusive. I felt we could offer support that was targeted so that it would be when and how the father or family would appreciate it. I knew mentorship would also become one of the most important aspects of empowerHER." says Belvin.

Her career started as a school psychologist working with children with disabilities after

-more-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

earning her B.S. in Psychology from the University of Connecticut and her M.S. in Psychology from Texas A&M University. She also spent a majority of her time working as a volunteer for the Susan G. Komen for the Cure organization. She transitioned from volunteering to the fundraising and development department at the organization in 2007. By 2011, she had leveraged her entrepreneurial spirit and drive and founded the Murphy & Company, a nonprofit consulting firm and events management company that provides their services to nonprofits across a range of major cities.

Belvin now lives in Scituate with her amazing husband and two beautiful children. When she is not working as the Principal of Murphy & Company, she spends her time volunteering with empowerHER and spending time with her family.

-###-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

ERICA MCDERMOTT  
EMCEE

### **BIOGRAPHY**

Born in Cambridge, Massachusetts, Erica McDermott began her career appearing in Boston stage productions. She has gone off to earn roles in a number of Hollywood films such as *The Fighter*, *Black Mass*, *American Hustle*, *Last Hours in Suburbia*, and *Manchester by the Sea*.

She is involved in a various fundraising events, from helping fight against breast cancer by taking swings at a punching bar at The Club by George Forman III to speaking at the Boston Women Media & Entertainment event and playing in *The MOMologues*, Mass General Cancer Center's annual fundraiser.

"I love being active in local causes and nonprofit organizations," says McDermott in an interview with Wicked Local, "It's so rewarding to be a part of amazing missions." In fact, she was not originally on the path to becoming an actress; she is also a registered nurse. She earned her BSN with a minor in Chemistry and Biology from Salem State University in 1995.

McDermott currently resides in Scituate Massachusetts with her husband, Bob McDermott and mom of 2 tween daughters, Maisy and Kate.



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

EMPOWERHER EASES MOTHER'S DAY FOR YOUNG GIRLS

*How empowerHER turns hardship into hope*

empowerHER understands how difficult facing Mother's Day can be. It has been their goal for three years running to make it a memorial holiday weekend for countless young women who lost mothers at a young age. Their third annual Mother's Day Retreat which had previously taken place at the Boston Harbor Hotel in downtown Boston, was held at Mirbeau Inn & Spa at The Pinehills May 6 - 8. The weekend allows girls and their mentors to come together for an all-expense paid getaway and celebrate the lives of their mothers through remembrance, laughter, and support. The girls all willingly drop their phones into a basket at the start of the retreat enjoy various group activities such as skin care classes, sunrise yoga, dining out, and a special tribute to their mothers.

This year was their most successful retreat to date, with 22 girls ranging in ages 13 - 18 coming together from South Shore, North Shore, Boston, Metrowest and Central Connecticut. "The Mother's Day Retreat came to life to give these young girls a chance to connect, celebrate their mothers, relax and inspire one another," said founder Cara Belvin. "We want to give the girls time away that they can look forward to on a weekend that would otherwise be tough to get

-more-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

through.”

Thanks to the tremendous support of their sponsors and supporters, the organization is able to provide this weekend to girls at no cost to their family. In addition to the generous contributions received throughout the year, the Risa S. Rosengard Foundation provided a grant award, and a number of other retailers and businesses were able to contribute and make the weekend possible, such as Ivan Doria Photography, CT Outfitters, Danielle Keefe Artistry Team, Ivivva, Lululemon, Lands End, Miniluxe, Oro, Polar Beverage, PURE Haven Essentials, The Daily Press and The Giving Keys.

Scituate resident, and empowerHER member McKayla Murphy, 17, said she wanted to join the empowerHER group, “because it’s good to know on Mother’s Day there are other girls going through the same process as me on Mother’s Day, and every day. Mother’s Day to me is nothing to be sad about; it is a day of celebration and appreciation of our mothers’ beautiful lives. I chose to honor my mother on Mother’s Day.” Murphy also said she “really liked connecting with these girls spiritually and without judgment.”

Catherine Hummel, another Scituate resident, traveled along with the girls as a yoga instructor and helped facilitate circling activities for the group. She has joined Cara in her mission each year and plans to attend the retreat for many more to come. “I hope that from this weekend

-more-



P.O. Box 395  
North Scituate, MA 02060  
Phone: 781-378-1195  
[www.empowerher.org](http://www.empowerher.org)

the girls were able to realize how incredibly brave and strong they are and that they are beautiful young woman with the power to be whomever they choose to be,” Hummel said. “I also hope the girls take away from the weekend that it's OK to cry, it's OK to laugh, it's OK to love, and that they are loved.”

Now that the organization has another successful event under its belt, Belvin says they plan to begin a rollout for a newly renovated one-on-one mentor program. “We can better match a young girl with a positive role model in the community, or use the match opportunity to help facilitate and strengthen the relationship with a female role model in their life already, such as an aunt, family friend, teacher, etc.,” she says. empowerHER will also continue the execution of group activities such as their Back-to-School shopping events, Summer Beach Bash, and fitness classes.

The big picture goals for the organization include gathering as much feedback as possible. empowerHER encourages thoughts of big ideas and wants to hear from as many people as possible about just how to help. Grieving is different for everyone and to understand what may be helpful at different times in girl’s lives will help create a safe place to talk about memories and celebrate lives of loved mothers.

-###-