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Daisie Foundation, CHA treat 100 moms to Makeovers and Day of Celebration

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CHICAGO (May 5, 2022): For the second year, the Chicago Housing Authority (CHA) partnered with the Daisie Foundation, a non-profit that specializes in random acts of kindness, for a special Mother's Day Makeover Celebration honoring 100 CHA residents Wednesday at ROW 24.

CHA moms were treated not only to a day of makeovers, pampering and giveaways, but also a day of inspiration and empowerment. On hand was CHA CEO Tracey Scott, who thanked the Daisie Foundation for its support of CHA residents.

"This is for all the moms, who truly deserve this special day," CEO Scott said. "Events like these not only highlights our admiration for CHA moms, but reinforces the idea that we are not just here to invest in bricks and mortar – but people. I'd like to again thank the Daisie Foundation and Executive Board President Julie Hightower for making this great event possible."

Julie Hightower, Daisie Foundation Executive Board President, said:

"For the second year in a row, Daisie Foundation is proud to partner with the CHA on this impactful event. Staying true to our purpose to spread joy, we aim to make this a special day to celebrate the strength, beauty and resilience of all mothers."

Among the sponsors were Panera, which provided lunch; Shiraleah, which gave gifts; Meijer, which distributed brand new dresses to moms in its onsite styling room; Benefit Cosmetics, which gave complimentary, award-winning waxing treatments; Pin Me Up, which provided makeup and hair stylists; and ROW 24, which provided the venue. Sponsors also included Chicago Liposuction by Windsor Lift Body Center; Luster Hair; UPS and ComEd.

Also, the Chicago White Sox provided vouchers for game tickets for all 100 moms.

This event meant the world to CHA resident Augustina Townsend, who was so overwhelmed she often teared up.

"Oh my gosh, I am really excited," she said. "I've been telling all my friends, 'You know I have a makeover Wednesday?' I'm not expecting anyone else to give me anything. This is my Mother's Day gift."

About Daisie Foundation: A national organization, Daisie Foundation provides ongoing opportunities for under-resourced women and children in Chicago. The Foundation expanded to Houston, Texas in December 2020. Through our combined efforts, women gain a platform to be heard, children are inspired to dream bigger, and families share more opportunities to succeed. You

can learn more about how our 501(c)(3) nonprofit works to empower, inspire, and assist in the improvement of our society by visiting www.daisiefoundation.org

About Chicago Housing Authority: *The CHA's vision is to foster strong, vibrant communities throughout Chicago by increasing affordable housing choices for low-income families. As the largest rental housing provider in the City of Chicago, CHA serves more than 133,000 people in 63,000 households across the city through our Public Housing, Housing Choice Voucher, and Project-Based Voucher programs. For more information, visit www.thecha.org.*