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## **UNIVERSITY OF MICHIGAN TO HONOR ALEXANDRA BOOS WITH HUMANITARIAN AWARD**

### ***Alumna To Be Recognized For Luminous Breast Cancer Foundation Work***

(ALEXANDRIA, Va.) – Luminous Breast Cancer Foundation Inc. founder and CEO Alexandra Boos has been chosen by the University of Michigan's College of Literature, Science and the Arts as a 2011 recipient of its Humanitarian Service Award for her important work in helping women fighting breast cancer to recover with dignity.

The prestigious award recognizes only a select few University of Michigan alumni each year to honor noble character and citizenship and to celebrate service to humanity that promotes greater understanding. Boos will receive the award, the college's greatest alumni honor, at a celebration luncheon Oct. 28 in Ann Arbor, Mich.

"I am honored to be selected for this prestigious award," Boos said. "Several generations of my family attended the University of Michigan and to be recognized for my service by the very institution that helped educate and support me to contribute to this world in a positive way is thrilling."

Boos, a Michigan native, graduated from the University of Michigan in 1989 with a degree in psychology. A full-figured model with the Ford Agency in New York City for more than two decades, Boos has an insider's view of the glamorous industries of fashion and beauty. She was inspired to establish Luminous in 2010 after her mother was diagnosed with fourth-stage breast cancer.

Boos shared her mother's journey of chemotherapy, radiation, hair loss, fatigue and breast surgery, allowing her to witness firsthand the devastating effects recovery can have physically, emotionally and spiritually.

"Depression and self-image can have a huge impact on recovery," she said. "My mother only wanted to look and feel like herself in order to enjoy each moment of her life. No woman should be denied those things that can provide hope and healing."

But many of the products that patients require to feel empowered, such as wigs, skincare and prosthetics, were costly and not covered by insurance.

"The uninsured and underserved should never have to choose between paying for a product that allows them to recover with dignity or a basic bill for survival," Boos said.

She now utilizes her modeling career as a platform to marry the glamorous industries of fashion and entertainment with the best of breast health care providers to help those in need. Boos also serves as a celebrity spokesperson, fashion expert, consultant, writer and motivational speaker.

For more information about Luminous, based in Alexandria, Va., or to learn how you can help, visit [www.luminousfoundation.org](http://www.luminousfoundation.org).