



## **More Magazine announces Florida resident as 2010 Beauty Search Contest winner**

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**MIAMI, FL** — Rhonda M. Smith, a Miami Beach resident and a breast cancer survivor, appears in the October issue of *More Magazine*, a magazine for women of style and substance, as a first-runner up prize winner in its 2010 Beauty Search Contest.

Nearly 2300 **More Magazine** readers submitted photographs of themselves along with inspiring stories about why this is the most fabulous time in their lives. The goal of the three month campaign was to find three women that personified beauty inside and out. As a first runner up, Rhonda received cash winnings along with other prizes from contest sponsors Ann Taylor, Cover Girl and American Express.

**More Magazine** flew Rhonda to New York for a photo shoot in June for the October issue. Smith's story was particularly topical as it coincided with Breast Cancer Awareness Month. Rhonda, a two-year breast cancer survivor, wrote the winning 150 word essay saying "This is the most fabulous time in my life because I have found a 'new identity' as a result of my cancer. I'm creating new opportunities, embarking on a new journey and I feel empowered to take control of my life instead of it controlling me." Rhonda has parlayed her professional and personal experience into a unique skill set that includes marketing/PR and community outreach to help create greater awareness and education programs on survivorship and health and wellness for a diverse population of breast cancer survivors to help enhance long-term quality of life.

Her latest venture is a website targeting breast cancer survivors who have completed treatment, Breast Cancer Partner ([www.breastcancerpartner.com](http://www.breastcancerpartner.com)). Breast Cancer Partner aims to empower breast cancer survivors to live strong, healthy and balanced lives by providing support, information, tools and resources to shepherd them through recovery. Breast Cancer Partner focuses on breast cancer recovery through health and wellness, and promotes holistic solutions as a means to help survivors overcome potential obstacles to recovery. "We strive to show breast cancer survivors the paths to an integrated health and wellness lifestyle so that they can recover, restore and reenergize themselves and their lives after treatment," says Rhonda Smith.

In 1998, Rhonda founded Rhegal Consulting, a strategic learning and development consultancy aimed at improving the effectiveness and productivity of sales and marketing professionals. However, Smith is currently consulting with the University of Miami Sylvester Comprehensive Cancer Center at the Miller School of Medicine on a stress management and wellness education research study for breast cancer survivors.

She has over 20 years of international experience in sales and marketing management and learning and development consulting experience with Fortune 500 companies.