



Elisa Guida ~ Founder/Artist • (814) 456-2220 • www.StringsforaCURE.com

New Erie-Based Foundation Raises Money for Breast Cancer Patients By Turning Used Guitar Strings Into One-of-a-Kind Jewelry

Nov. 15, 2010

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Erie -- Longtime Erie jeweler Elisa Guida has beaten breast cancer twice.

She knows how much she depended on information, education and -- most of all -- support after her diagnoses to make the best decisions on how to proceed with her treatment.

Guida, 56, now wants to use her experiences to help others get support after they hear the devastating words "You have cancer."

Guida has created a foundation called StringsforaCURE. She raises money for the foundation by collecting used guitar strings from musicians. She then transforms them into one-of-a-kind bracelets, earrings, pendants and rings that she sells at her store, La Petite Jewelers, 1728 W. Eighth St., and on her website, www.StringsforaCURE.com. **She will host an open house at La Petite from 5 to 8 p.m. Friday, Nov. 19.**

The foundation's goal is to help men and women with breast cancer reach decisions about their treatment based on knowledge, rather than fear. The money from the foundation will be used to purchase grocery, pharmacy and gas gift cards, as well as educational materials for people with breast cancer. Funds will also be used to help defray the cost of wigs. StringsforaCURE Foundation is a nonprofit corporation, with pending 501(c)3 status.

Nationally known artists including Carlos Santana, Joe Bonamassa, Chrissie Hynde and Todd Rundgren have already donated guitar strings to StringsforaCURE. Guida has created jewelry with some of the donated strings, and several pieces have been sold.

Erie musicians have been generous with their used strings as well. Guida has made jewelry with strings donated from musicians from the Heliotropes and the M80s, among others.

"Many of the musicians who have donated have been touched by this disease," Guida said. "Their strings are usually thrown away. With my foundation, they can recycle their strings and the customer can receive a piece of musical history, along with knowing that they are helping someone who has been diagnosed with breast cancer."

For more information about the foundation, visit www.StringsforaCURE.com, or email elisa@StringsforaCURE.com. Guida is also available for print and television interviews.

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