



**BREAST CANCER FOUNDATION
OF CENTRAL FLORIDA**

PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Breast Cancer Foundation of Central Florida and Fuel Our Power™ Unite
for a Partnership Where Purpose Fuels Wellness**

Lakeland, FL, August 29, 2025 — The Breast Cancer Foundation of Central Florida (BCFCF) is proud to announce a heartfelt partnership with Fuel Our Power, a wellness and lifestyle movement designed to make health and vitality accessible—and meaningful—for all. This exciting collaboration reflects a shared mission: to fuel survivors and their families with real support, real nutrition, and real impact.

A Partnership with Power and Purpose

Fuel Our Power, fueled by the values, flavors, and nourishing cuisine of Feasts of Persia (FOP), is more than a fitness and wellness community. It's a movement led by purpose-driven entrepreneurs—coaches, gym owners, and changemakers—who are building businesses that transform lives. Now, through this partnership, every bite, every step, and every business milestone has the power to support breast cancer patients right here in Central Florida.

"This collaboration reflects our deepest belief: Food is medicine. Food is fuel. And purpose makes it powerful," states the FOP Family.

BCFCF has been named Fuel Our Power's first official nonprofit partner, with real dollars making real impact:

- **\$9 from every monthly Fuel Our Power™ Power Pass will be donated to BCFCF** to support local patients and their families during breast cancer treatment.
- **All proceeds from a special BCFCF collection of the FOP Apparel & Accessories line** will go directly toward funding BCFCF's mission.
- **Survivor stories—including that of Ashley Lloyd—will be featured** on the platform to raise awareness and uplift others through shared experience.

Ashley Lloyd: Fueling the Mission from Within

As part of the kickoff, breast cancer survivor and BCFCF Executive Director **Ashley Lloyd** is stepping forward in a powerful way. She's taking on the Fuel Our Power™ Mediterranean Lifestyle Challenge—not just for herself, but for the Foundation. For at least 30 days, Ashley must eat solely from the Feasts of Persia™ approved menu and work out 4-5 days a week.

If she completes the challenge and maintains her commitment to the Mediterranean lifestyle, BCFCF will receive the nonprofit share of Power Pass revenue for as long as she continues to serve as Fuel Our Power's official spokesperson.

Ashley's response when told "if" she completes the challenge?

"WHEN."

She's determined, motivated, and fighting—not just for her own transformation, but for what that revenue could mean to the families BCFCF supports every day.

A Comprehensive Lifestyle Plan

Fuel Our Power™ is not just a meal prep or workout plan; it's a comprehensive lifestyle solution based on the Mediterranean diet, which has been ranked #1 for almost a decade. The program brings the essential "pieces" together for one's complete wellbeing to deliver a holistic approach to health.

We're excited to announce the selected businesses taking part in Ashley's transformation journey:

- **The Fuel** ([Feasts of Persia](#)™ Mediterranean diet, nutrition expert-approved meal kits distributed by [Spurzile's](#) and [The Old South Country Market](#)),
- **The Power** (guided kickboxing at [IMPACT Kickboxing & Fitness](#)),
- **The Science** (expert nutrition guidance by David Allen Tracy of [Eden's Echo](#)),
- **The Care** (medical insight and supervision by [Allegiant Health & Associates](#)), and
- **The Will** (mindset and mental performance coaching by [L.L. Anderson Coaching](#))
- **Supplemental Pieces** (essential oils to support sleep and recovery from [doTerra](#), antioxidants from [THREE International](#), and microgreens from [My Tiny Greens](#))

Fuel Our Power™ promotes wellness through the pillars of Mediterranean eating, physical activity, and meaningful social connection. This powerful combination has been associated with:

- **A reduced risk of cancer, including breast cancer**
- **Lower overall cancer mortality**
- **Improved quality of life during and after treatment**

“This is about raising awareness and taking action,” said Patricia Uiterwyk, Owner of Lakeland’s #1 Venue Salon, BCFCF Board President, and Fuel Our Power™ Power Partner. “We’re promoting wellness and making it accessible, sustainable, and impactful.”

Local Heart, Global Reach

As Fuel Our Power™ grows into an international network, all the Power Partners are committed to ensuring that our growth feels good, and fuels good. The Power Partners include:

- Brigitte & Marco Garcia of Garcia’s Events & Limos and Diamond Elite Rides
- Dori Shackelford, Wellness Advocate of doTerra
- Louis Joseph of iBoss Entertainment and iBoss Media Solutions
- Patricia Uiterwyk, Owner of Venue Salon and BCFCF Board President
- The Rahmani Family of Feasts of Persia

BCFCF—represented by Executive Director Ashley Lloyd, Board President Patricia Uiterwyk, and Board Secretary Alisa Mitchell—is Fuel Our Power’s first official nonprofit Power Partner, but it won’t be the last. Fuel Our Power™ aims to support worldwide wellness—the benefits of the Mediterranean lifestyle also include lowering the risk of heart disease and metabolic syndrome, reducing age-related cognitive decline and Alzheimer’s, supporting healthy blood sugar and blood pressure levels, and improving gut health, chronic conditions, and inflammation.

“We believe deeply in what this community is building—especially the idea that growing your business can also fuel real impact. That’s where we come in, and we’re so grateful BCFCF has been chosen as Fuel Our Power’s featured nonprofit,” said Alisa.

About the Breast Cancer Foundation of Central Florida (BCFCF)

BCFCF provides fast, direct financial assistance to individuals undergoing breast cancer treatment—covering non-medical essentials like rent, utilities, gas, and groceries—so families can focus on healing, not bills. Learn more and donate at bcfcf.org.

About Fuel Our Power™

Fuel Our Power™ is a wellness community and business-building mastermind for purpose-driven entrepreneurs. Based on the Mediterranean lifestyle, the program includes nutrition expert-approved meals provided by Feasts of Persia, a 30-day challenge program, and a growing network of changemakers working to transform lives. Learn more at fuelourpower.com and follow [@fuelourpower](https://www.instagram.com/fuelourpower).

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