BEAUTY FOR A CAUSE
MAKE A DIFFERENCE

It all started with a book …….
'Priceless' The vanishing beauty of a fragile planet and it said:

"If I were cruel I would tell you of a million wonders that you will never get to see and never get to touch, fascinating, beautiful creatures from all over the world that will never delight, amuse or astonish you. Extraordinary lives of dazzling complexity that will never take your breath away … because we have already taken theirs."

The book made me ashamed – ashamed because I knew of the great injustices in the world. I looked away from the TV when distressing images came on and by choosing not to look, I chose not to act. It was all so far away from my everyday life that I was busily living.

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**I was so ashamed of myself for doing nothing. Then I read this …..
"Of course if we just lie back and do nothing, then countless lives will be lost. Forever. For endangered species we are both their greatest enemy and their only hope.**

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These wonderful creatures will not argue their case.
They will not put up a fight.
They will not beg for reprieve.
They will not say goodbye.
They will not cry out.
They will just vanish.
And after they are gone, there will be silence.
And there will be stillness.
And there will be empty places.
And nothing you can say will change this.
Nothing you can do will bring them back.

"It appears as if there is too much to do, that we have so far to go, it seems an impossible journey.
It may feel as if the battle is already lost.
But it isn't.
Small changes can make huge differences.
Their future is entirely in our hands."

So I decided to do something! To fight for those that are held in captivity, those that cannot defend themselves, cannot put up a fight and cannot cry out. I decided to do something for my children, something for others and something that is just ethically right.

'Beauty for a Cause' was born to raise money for organisations that desperately need help providing protection, medical aid, shelter, food, safety and rehabilitation for endangered species.