



## L'Oreal Paris launches 4th annual Women of Worth awards program

April 22, 2009 by Patti Minglin

L'Oreal Paris is proud to continue their longstanding commitment to support women's inner beauty through the fourth annual Women of Worth grassroots awards program. Beginning April 20th, consumers are invited to visit the L'Oreal Paris Women of Worth online community at [www.womenofworth.com](http://www.womenofworth.com), to nominate a woman whose service and dedication to volunteerism are making a difference. In addition to nominating women enriching their communities, visitors to the site will find helpful tips on how to get involved in local and national volunteer organizations, and also have the opportunity to read and share inspiring personal stories of worth and empowerment. Nominations are open through July 13<sup>th</sup>. The Women of Worth initiative, which honors and awards women from across the country for their inspiring volunteer achievements and outstanding commitment to community service, was created to bring the L'Oreal Paris iconic brand philosophy, "Because I'm Worth It," to life and furthers L'Oreal Paris' ongoing commitment to female empowerment. This year, 10 Women of Worth honorees will receive \$5,000 for their charitable causes and a matching donation will be made on their behalf to the Ovarian Cancer Research Fund, L'Oreal's charitable partner since 1997. Additionally, one National Honoree will receive an additional \$25,000 donation to her cherished nonprofit organization. The Women of Worth National Honoree will be chosen via a public online vote held this fall at [www.womenofworth.com](http://www.womenofworth.com). "We at L'Oreal Paris are honored and delighted to be celebrating the achievements of real women whose incredible volunteer work has made a significant difference in their communities," said Karen Fondu, president, L'Oreal Paris. "They have seen the obstacles that are facing so many during these challenging times and have empowered themselves and others to make a positive impact. By harnessing the power of service these incredible women are helping us all to achieve our common goals."