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L'Oréal Paris Honors Ten Women for Exceptional Community Achievement and Volunteerism as part of the Third Annual *Women of Worth* Program

National public vote at www.womenofworth.com chooses Pennsylvania resident Cindy Kerr as the Women of Worth National Honoree recipient; Kerr awarded \$25,000 for ConKerr Cancer – A Case for Smiles

New York, NY (December 11, 2008)– L'Oréal Paris' third annual *Women of Worth* program honored ten incredible women for their volunteerism at the CNN Inspire Summit last night. The event, celebrating the exceptional achievements of these women for making a difference in their communities, was held at the Time Warner Center in New York City and featured guest speakers comedian Whoopi Goldberg and playwright Eve Ensler. Representing a variety of causes, including education, children's advocacy, health initiatives, special needs and female empowerment, each of the ten honorees received \$5,000 from L'Oréal Paris for their charitable organizations, plus a \$5,000 matching donation made in their name to the Ovarian Cancer Research Fund, the eleven-year charitable partner of L'Oréal Paris.

Women of Worth program

The *Women of Worth* initiative is inspired by L'Oréal Paris' iconic brand philosophy, "Because I'm Worth It" and recognizes the achievements of real women who embody the spirit of the L'Oréal brand—women who possess self-confidence and are committed to distinguishing their own lives by making a difference in the lives of others.

"This year's honorees truly represented the spirit of the *Women of Worth* program," said Karen Fondu, President, L'Oréal Paris. "We were so pleased to honor these amazing women and we

extend our heartfelt congratulations to Cindy Kerr for her award as National Honoree. We hope each of these women continue their significant work for years to come.”

Women of Worth Honorees

The ten honorees honored at last night’s CNN Inspire Summit represent women from all across America, dedicated to a range of causes and are extraordinary examples of the power of grassroots activism.

- **Gloria Bonilla-Santiago**, Camden, NJ, founded the LEAP (Leadership, Education and Partnership) Academy University Charter School which provides educational opportunities and community support to hundreds of children and adults.
- **Gracie Cavnar**, Houston, TX, founded the Recipe for Success (RfS) Foundation to combat childhood obesity.
- **Nancy Chang**, Seattle, WA, directs Skate Like a Girl, an organization that provides weekly skateboarding lessons to underprivileged girls, all-girl skate jams, week-long summer skate camps and other events, and offers instructional clinics to female groups.
- **Lina Czubas**, Falls Church, VA, has volunteered for the Red Cross for nearly 50 years and travels 5 days a week to the Walter Reed Medical Center to volunteer in the pharmacy and then in the Ward housing the soldiers who have returned from Iraq with amputations and other serious injuries.
- **Emily Douglas**, Powell, OH, started the organization Grandma’s Gifts (GG) to provide goods and services (food, clothes, toys and books) to families and schools in Appalachia and educate youth and adults on how to make a difference.
- **Andrea Ivory**, Miami, FL, a breast cancer survivor who founded The Florida Breast Health Initiative (FBHI), bringing mammography resources to those in need directly to their neighborhoods, one door at a time.
- **Areva Martin**, Los Angeles, CA, co-founded and directs the Special Needs Network (SNN), a voice and advocacy organization for South Central Los Angeles’ special needs community.

- **Cindy Kerr**, Wayne, PA, serves as the unpaid CEO for ConKerr Cancer – A Case For Smiles—an organization serving 48 hospitals that delivers pillowcases to brighten hospital rooms and make children with life changing illnesses smile.
- **Wendy Sanborn**, Wanship, UT, founded and coordinates the Walk In Beauty Program which provides new shoes to children living on the Navajo Reservation.
- **Jenine Shwekey**, Long Branch, NJ, founded the Special Children's Center (SCC) as a senior in high school, an organization that provides free respite programs for special needs children ages 3-18 and their families.

Women of Worth National Honoree

Cindy Kerr, from Wayne, PA, was named Women of Worth National Honoree last night. Cindy was chosen via a national public vote at www.womenofworth.com for her work with ConKerr Cancer – A Case for Smiles. As the National honoree, Kerr will receive an additional \$25,000 donation for her cherished non-profit organization.

When her son Ryan was diagnosed with a rare childhood cancer, Cindy Kerr began making pillowcases to brighten his hospital room and make him smile. After six years, Ryan lost his battle with cancer in 2008, but the pillowcase project – now serving as a not-for-profit organization called ConKerr Cancer – A Case For Smiles – has developed in amazing ways. Today, ConKerr Cancer gives away thousands of pillowcases to children with life-changing illnesses. In just three years, ConKerr Cancer has delivered nearly 49,000 pillowcases to 42,000 sick children in U.S. hospitals and established 56 chapters serving children in 66 hospitals and pediatric hospices in the U.S., Canada and South Africa.

“I started ConKerr Cancer out of my love for my son and I am so inspired by other women who have taken life’s challenges as motivation to benefit those around them,” explained Kerr. “I am so honored to have been chosen by the public as deserving of the *Women of Worth* National Honoree award.”

For more information about the *Women of Worth* program and honorees, please visit www.womenofworth.com

About L'Oréal Paris

The L'Oréal Paris Brand Division of L'Oréal USA, Inc. is a total beauty care company that combines the latest in technology with the highest in quality for the ultimate in luxury beauty at mass. The L'Oréal Paris brand encompasses the four major beauty categories – haircolor, haircare, skincare and cosmetics – and includes such well-known brands as Preference, Excellence and Natural Match haircolors; VIVE Pro, Studio Line, and L'Oréal Kids haircare; Dermo-Expertise skincare, including Advanced Revitalift, Age Perfect, Skin Genesis, Sublime Bronze and Men's Expert; Colour Riche, True Match and Bare Naturele cosmetics collections, a portfolio of mascara including Voluminous, Double Extend and Telescopic among many others, and the HIP High Intensity Pigments line. www.lorealparisusa.com

L'Oréal Paris is dedicated to women around the world and the company has been inspired to give back and make a difference in their lives. In 1997, L'Oreal Paris made a long-term commitment to raising awareness for ovarian cancer, which continues to build. To date, L'Oreal Paris has helped raise over \$14 million dollars to further research and build awareness with fundraising efforts such as the L'Oréal Legends Gala and L'Oréal's annual "Color of Hope" cosmetic and jewelry collections. www.lorealcolorofhope.com

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