



## News and Articles

### **L'ORÉAL SPOTLIGHTS 10 EXTRAORDINARY WOMEN WHO ARE TRANSFORMING COMMUNITIES**

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Visit [WomenofWorth.com](https://www.womenofworth.com) to vote for one National Honoree to receive up to \$35,000 for her cause.

The #1 global beauty brand L'Oréal Paris has announced  the 2019 Women of Worth Honorees, rewarding 10 women with \$10,000 to go towards their worthy causes. Inspired by the iconic L'Oréal Paris tagline, "Because You're Worth It," the philanthropic Women of Worth program honors the intrinsic worth of everyday women igniting positive change in their communities and championing self-worth in others. With diverse stories born from personal experiences, the 2019 Women of Worth represent a range of causes including empowering at-risk teenage girls, supporting survivors of conversion therapy and helping parents of children with learning disabilities to navigate the special education system.

Beginning today, the public is invited to support the 2019 Women of Worth by voting for one woman to become this year's "National Honoree", and receive an additional \$25,000 to support her cause, for a grand total of \$35,000. Each Honoree will also automatically receive \$10,000, along with support via national paid media, educational and training opportunities, and a large-scale platform to share her story.

Visit [www.WomenofWorth.com](http://www.WomenofWorth.com) to learn about the 2019 Honorees' stories, and vote for the woman's organization that resonates with you the most. Register with an email address to vote once a day, now through November 15, 2019.

"This year's diverse group of awe-inspiring Honorees beautifully exemplify the L'Oréal Paris mission of uplifting and inspiring self-worth in others," said Ali Goldstein, President, L'Oréal Paris. "Now in its fourteenth year, Women of Worth continues to make a profound impact by shining a spotlight on the tenacity and courage of women who are tackling some of society's most difficult issues for the greater good. We are thrilled to welcome the 2019 Women of Worth into our family and to help them create meaningful change in their communities," added Karen T. Fondu, President Emeritus and Chairwoman of L'Oréal Paris Women of Worth.

#### **Meet the 2019 Women of Worth Honorees and their non-profits:**

- **Brittany Schiavone** – Long Island, NY; Founder, [Brittany's Baskets of Hope](#): delivers baskets of hand-made baby items and Down syndrome support system information to families with Down Syndrome babies.
- **Crystal Chatman** – Memphis, TN; Founder & Director, [Beautiful Spirited Women](#): empowers and advocates for teenage girls through mentorship that teaches healthy self-esteem, safe sex and entrepreneurship.
- **Hetal Jani** – Queens, NY; Founding Executive Director, [SPEAK Mentorship](#): advances diversity in leadership through college and career preparedness, mentoring immigrant girls on cultural identity, career trajectory and gender association.
- **Judy Winter** – East Lansing, MI; Cofounder, [Eric 'RicStar' Winter Music Therapy Camp](#): provides opportunities for musical expression, enjoyment and interaction with special needs children through an inclusive day camp.
- **Ni'cola Mitchell** – Atlanta, GA; Founder, [Girls Who Brunch](#): inspires and empowers at-risk teenage girls by teaching literacy, education and critical life skills.
- **Raja B. Marhaba** – Granada Hills, CA; Founder, [The Jonathan Foundation For Children with Learning Disabilities](#): Provides personalized support to help families with children with learning disabilities navigate special education systems.
- **Sally Berenzweig** – Boca Raton, FL; Cofounder, [KidSafe Foundation](#): teaches personal safety to children and adults with the ultimate mission of building strong, resilient families and safer communities.
- **Samantha Gerson** – Los Angeles, CA; Founder & CEO, [UnBroken](#): provides free legal and therapeutic support to adolescent survivors of institutional abuses such as conversion therapy.
- **Shanté Elliott** – Chicago, IL; Founder, [TasselTurn](#): improves the lives of youth in foster care through personalized support and college and career technology based educational coaching and social-emotional curriculum.

- **Shreyaa Venkat** – Ashburn, VA; Founder, [NESTLE](#) works with communities to provide volunteer and leadership opportunities, focusing on reducing food waste and feeding the hungry.

For more information about Women of Worth and the 2019 Honorees, visit [www.WomenofWorth.com](http://www.WomenofWorth.com), and L'Oréal Paris on [Facebook](#) and [Twitter](#). Join and follow the conversation by using the hashtag #WomenofWorth.

#### **About L'Oréal Paris:**

The L'Oréal Paris division of L'Oréal USA, Inc. is a total beauty care brand dedicated to empowering women by offering luxurious and innovative products and services available in the mass market. The brand's signature tagline, "Because I'm Worth It," was born in the United States in 1973 to celebrate the beauty and intrinsic self-worth of women, and for more than 100 years, L'Oréal Paris has been providing women around the world with products in four major beauty categories: hair color, haircare, skincare and cosmetics.

With L'Oréal's invention of hair color in 1909, the brand continues to serve as a leading innovator of hair products across color, care, and styling with brands such as Superior Preference, Féria, Colorista, Elvive, the Ever Collection, and Elnett Satin Hairspray. L'Oréal Paris provides scientifically-advanced skincare products that are tested to address individual skin concerns through its renowned brands Revitalift, Pure-Sugar, Pure-Clay, Age Perfect, and Sublime Bronze. L'Oréal Paris' iconic cosmetics include best-seller Voluminous Lash Paradise, as well as the Infallible, True Match, Colour Riche, Voluminous, and Visible Lift collections.

For more information about L'Oréal Paris and to receive personalized advice, expert tips, and exclusive content, please visit [www.lorealparisusa.com](http://www.lorealparisusa.com)

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