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**Miami Resident Andrea Ivory Honored by L'Oréal Paris for her
Exceptional Community Achievement and Volunteerism as part of the
Third Annual *Women of Worth* Program**

*Women of Worth National Honoree Online Voting Begins
November 10th at www.womenofworth.com*

Miami, FL (November 14, 2008) – Miami resident Andrea Ivory has been honored as a *Woman of Worth* by L'Oréal Paris for her outstanding commitment to community achievement with her work for The Florida Breast Health Initiative (FBHI). Ivory is one of 10 honorees from across the country that will be recognized for her outstanding volunteer achievements and positive influence on her community. From November 10 through November 24, a public online vote will take place at www.womenofworth.com to nominate one National Women of Worth honoree. The National honoree will receive an additional \$25,000 donation for her cherished non-profit organization.

Ivory will be honored at the CNN Inspire Summit in New York City where she will receive \$5,000 for her charitable cause plus a matching \$5,000 monetary donation will be made in her name to The Ovarian Cancer Research Fund, the eleven-year charitable partner of L'Oréal Paris.

Ivory was chosen as a *Woman of Worth* honoree from nearly 3,000 applicants by an elite group of judges, which includes: **Jacqueline Hernandez**, Chief Operating Officer of Telemundo Communications Group; **Soledad O'Brien**, CNN Anchor; **Dayle Haddon**, L'Oréal Paris spokesperson; **Elizabeth Howard**, Chief Executive Officer of the Ovarian Cancer Research Fund; **Anne Garrett**, Executive Director of the Microsoft Alumni Foundation and 2007 Women

of Worth honoree, **Karen Fondu**, President of L'Oréal Paris and **Anne Talley**, Senior Vice President of Marketing for L'Oréal Paris.

As a breast cancer survivor, Andrea Ivory knows firsthand that early detection is the key to saving lives. During her recovery, she often thought about the women who died because they did not detect a problem early enough. Her vision, realized in Florida Breast Health Initiative (FBHI), was an organization that reached women where they lived, providing mobile door-to-door outreach and delivering mammography resources in their neighborhoods. In the two years since Andrea started the outreach, over 12,000 households have received breast educational materials, and more than 35 percent of them have opened their doors and received breast health education. In addition, over 360 free screening mammograms have been scheduled for uninsured women to date. FBHI collaborates with local hospitals to provide free/low cost additional screening and treatment, while the American Cancer Society and Susan G. Komen for the Cure provide funding and breast health awareness and educational materials.

“Early detection is crucial for breast cancer survival, as a survivor myself, I’m deeply committed to helping those around me and raising awareness in my community,” stated Ivory. “I’m delighted to be honored as a L'Oréal Paris *Woman of Worth* and be in the company of such amazing women who are also dedicated to community activism.”

The other nine honorees represent women from all across America, dedicated to a range of causes and are extraordinary examples of the power of grassroots activism.

Women of Worth National Honoree

One national honoree will be chosen via public vote this fall through the *Women of Worth* website at www.womenofworth.com. The chosen national honoree will receive a \$25,000 monetary donation to her cherished non-profit organization.

The voting period for the L'Oréal Paris *Women of Worth National Honoree* will begin on November 10th at www.womenofworth.com. Visitors are invited to log on to the site to vote for the woman who has made the greatest impact on her community. *Voting ends November 24.*

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 represent the L'Oréal Paris philosophy and community spirit," said Karen Fondu, President, L'Oréal Paris. "We are so excited to see who the public chooses as the national Women of Worth honoree this year—a very tough decision to make amongst a pool of outstanding honorees."

For more information about the *Women of Worth* Program, honorees bios and to vote for this year's *Women of Worth National Honoree*, 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.

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.

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