

## Unique Cash Awards Program Promotes Women's Empowerment

(NAPSA)—Research has shown that an investment in women is an investment in the community. That's the driving idea behind a unique new initiative designed to empower women and help change our world.

Avon Products, Inc., a leading supporter of women for over 120 years, has created the Avon Hello Tomorrow Fund. Every week for a year, from April 2007 to April 2008, the Hello Tomorrow Fund will award \$5,000 to a U.S. individual to help realize a program, project or idea to empower women in one of three areas: business development, community service or awareness and outreach. Similar programs are being launched by Avon in 18 countries worldwide.

"The Hello Tomorrow Fund is the latest realization of Avon's profound commitment to empowering women around the world," said Andrea Jung, Chairman and CEO of Avon. "Given the resources, women can impact their lives, families and communities in meaningful ways. Women can change our world."

The winners will be selected by an expert panel of judges including Suze Orman, America's most recognized expert on personal finance. The first winner was announced on April 17: Joyce Ford of Florence, S.C., who will use her cash award for the Naomi Project, which provides women victims of domestic violence and





**A unique program is providing cash awards to help empower women—with an eye toward changing the world for the better.**

their school-age children transitional housing coupled with educational, financial and emotional support to help them become self-sufficient.

### About the Fund

The Hello Tomorrow Fund will provide one \$5,000 award per week to a deserving individual who will be selected from the pool of applicants by an expert panel of judges. Women and men are eligible to apply, and the winning programs must present unique and achievable initiatives to empower women or girls and ultimately improve society in one of three areas:

- **Business Development:** A for-profit business that directly

empowers women through its mission, product or service, or through the means of doing business.

- **Community Service:** A non-profit project or program that helps women of any age realize their full potential or overcome obstacles.

- **Awareness and Outreach:** A project or program designed to educate others about an issue that affects women, to inspire and empower other women and have a positive impact on the issue.

Applications and guidelines are available online at [www.avon.com/hellotomorrowfund](http://www.avon.com/hellotomorrowfund). Hard-copy applications may be requested by writing to: Avon Hello Tomorrow Fund, c/o Changing Our World, 220 East 42 St., 7th floor, New York, NY 10017. Applications are accepted through December 10, 2007. One winner will be publicly announced every Tuesday until April 2008 through the Hello Tomorrow Fund Web site, and profiles of the winners will be featured on the site to share their inspiring ideas.

To further the program's mission, the Web site also offers links to resources and organizations committed to advancing women and women's issues. This service will provide information to all persons interested in these issues regardless of participation in the Hello Tomorrow Fund.

To learn more about Avon and its products and programs, visit [www.avoncompany.com](http://www.avoncompany.com).