
Good News Department

Project Cuddle Founder Recognized For Efforts

(NAPSA)—A woman who has saved over 550 infants from being abandoned by their young, frightened mothers is being recognized for her outstanding efforts.

In 1997, Debbe Magnusen saw a news report about an abandoned baby found in her community. As an adoptive and foster parent to many unwanted children, Debbe was incensed that the infant's mother had chosen to simply abandon the baby when she would have gladly taken him in her home. Suddenly it occurred to Debbe that she needed to create a way to let women know they have another option and her organization, called Project Cuddle, was born. Project Cuddle and its toll-free, 24-hour hotline, 1-888-6-Cuddle, have provided hundreds of women with safe, legal and confidential alternatives to abandoning their baby.

Recently, Magnusen's efforts came to the attention of the beauty brand Clarins, as it was beginning its search for the first U.S. Most Dynamic Woman of the Year. The "Most Dynamic Woman Award" originated at Clarins' global headquarters in France 10 years ago and the U.S. will be the tenth country to launch this meaningful award. The award recognizes a woman who has devoted her energy to improving the lives of children so they might have hope for the future.

The Most Dynamic Woman Award name derives from the company's popular "treatment" fragrance, Eau Dynamisante. Clarins provides financial support to each award recipient, as a concrete way of helping her further her heroic efforts. Through this recognition, these women also



A woman who created a program to help abandoned children is the first American to receive an award that recognizes the efforts of women around the world.

receive important awareness, and it is often simply the spreading of information about a cause or charity that makes the ultimate difference in their success.

The commitment to service is nothing new for this company. The founder, Jacques Courtin, instituted a legacy of philanthropy that has continued through his sons, who are equally committed to making the world a better place to live.

Through the creation of programs that advance social responsibility, environmental preservation and medical research, Clarins continues to take a leadership role in the realm of corporate social responsibility.

Project Cuddle is completely funded through donations. To learn more, visit the Web site at www.projectcuddle.org.