

News of Women

Honoring Women Who Are More Than Worth It

(NAPSA)—Every day, everywhere, a woman is making a difference in her community and adding beauty to the world around her through her words and deeds.

These actions define her because she knows that the simple act of giving back is a key component of her own sense of self-worth.

The phrase “Because I’m Worth It” has been a part of popular culture since 1973, when it was introduced in an advertising campaign. These four words have become synonymous with empowered women who embrace their beauty and personal strength and who proudly express a sense of self-worth.

The signature phrase is now becoming part of a national outreach program that identifies and honors local heroines whose achievements and commitment make them worthy of the newly developed Women of Worth title.

Through this new program, L’Oréal Paris is creating a Women of Worth Community, a continually growing group of extraordinary women that connects the personal commitment, community and well-being of women everywhere.

Now, women who give of themselves will receive more than just an increased sense of self-worth—they can get the recognition and credit they so richly deserve.

With the launch of the Women of Worth program, seven wise and bold-spirited women who are inspi-



Andie MacDowell is the spokeswoman for a new program that seeks to honor women who are an inspiration to their community. You can nominate a woman who is worth it in your community at womenofworth.com.

rations to their communities and beyond will be identified and honored. Each will receive a \$5,000 contribution to her charity of choice. Additionally, L’Oréal Paris, which created the program, will match that donation to the Ovarian Cancer Research Foundation (OCRF) on behalf of the award winner.

Know a woman who’s making a beautiful difference in your community? Nominate her and you’ll both become a part of the Women of Worth Community.

To submit a nomination for a woman deserving of national recognition and emulation, go to www.womenofworth.com.