

Women Of The Earth Awards Land In U.S.

(NAPSA)—An awards program is honoring women who make the world a greener place through their actions and programs. The first annual Terre de Femmes “Women of the Earth” Awards in the United States has been launched by the Yves Rocher Foundation, the philanthropic arm of the Yves Rocher beauty company.

“Women have a special bond with nature. They instinctively understand the well-being and pleasure that it brings,” says Jacques Rocher, president of the Yves Rocher Foundation. “So it is not surprising that many worthy programs relating to the plant world are conducted by women. The Terre de Femmes Awards is a natural extension of the company’s convictions and serves as a means to salute these generous and exemplary women for their remarkable activities.”

Since 2001, the Yves Rocher Foundation, supported by the Institut de France, has given the Terre de Femmes Awards to women who lead programs that benefit nature and humanity. In just three years, over 20 women from across the world have been honored for their extraordinary work. 2005 marks the first time that three women in the United States will be honored as Women of the Earth, and they will receive cash prizes totaling \$10,000 to fund their programs.

How To Apply

Whether it is a simple project like creating a community garden or a program as large scale as preserving coral reefs, any woman age 18 and above who is working within an organization and is conducting a program that benefits nature and humankind is eligible to compete. To do so, one must fill out the official Terre de Femmes “Women of the Earth” Awards application form and provide a written and visual detailed



FERTILE IDEA—2004 French winner Elizabeth Lafosse created a garden shared by a day care center, a retirement home and a refugee center.

description of her program, its accomplishments, funding requirements and long-term prospects. Application forms are available online at www.yves-rocherusa.com/terre and at the Yves Rocher Beauty Centre in King of Prussia, PA. The entry deadline is November 30, 2004. No fees or purchases are required.

Three U.S. winners will be chosen and awarded cash prizes of \$6,000 for 1st place, \$2,500 for 2nd place and \$1,500 for 3rd place. The first place winner from the U.S. will then attend the Terre de Femmes International Ceremony in Paris, France on March 8, 2005 on International Women’s Day, and will be eligible to compete against other first prize winners from participating European countries for an additional prize of approximately \$11,000.

Created in France in 1991 under the aegis of the Institut de France, the Yves Rocher Foundation is based on the conviction that humankind’s ability to live in harmony with nature is the key to its future, stability and happiness. Its mission is to nurture and protect the plant world.