Beat: Lifestyle

L OREAL PARIS Announces SEARCH FOR STORIES Of WOMEN Of WORTH MAKING AN IMPACT

2020 PROGRAM BUILDS UPON 15-YEAR LEGACY

PARIS - NEW YORK, 23.04.2020, 21:24 Time

USPA NEWS - L'Oréal Paris, the #1 global beauty brand, launches the 15th year of its signature philanthropic platform, Women of Worth. The program searches for, honors and champions women who selflessly give back to their communities and build the worth of others every day. Over the past 14 years, L'Oréal Paris has honored 140 women with a combined $1.8 million, amplified their worthy causes and provided them with a national platform to share their stories to make an even greater impact in the lives of others.

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Now through Tuesday, June 30, 2020, nominate a woman who is leading a non-profit organization that is making a difference in her community for the chance to become one of the 10 Women of Worth 2020 Honorees and receive up to $35,000 in donations. Additionally, Americans are asked to share the story of a woman who is truly inspirational in her work on the front lines in the fight against coronavirus. L'Oréal Paris will honor one of these COVID-19 Women of Worth throughout the program.

"L'Oréal Paris' Women of Worth program has always been focused on elevating everyday women who dedicate their lives to serving their communities. Today, their work addressing a wide range of vulnerable populations is more important than ever. L'Oréal Paris has a unique ability to give these women and their causes a national platform, helping to elevate their stories and bring additional resources to underserved communities," said Ali Goldstein, L'Oréal Paris USA President. "We are proud of the 140 women we have honored to date and are humbled to be able to honor even more women this year. They are examples of the change that can happen when we believe that we are all worth it."

In addition to receiving financial support for her organization, L'Oréal Paris provides each of the Women of Worth with a platform for her story, and the opportunity to build a network that amplifies her cause and makes an even greater impact. The 2020 Honorees will join the 140 Women of Worth alumnae, who stand for a diverse range of causes and inspirational stories. From a survivor of conversion therapy who is teaching women in similar situations how to cope and thrive, to a teenager tackling hunger and homelessness in her community, the multifaceted Women of Worth are embracing their worth and instilling it within others.

Since 2005, L'Oréal Paris has partnered with Points of Light, the world's largest organization dedicated to volunteer service, to orchestrate the call for nominations and welcome Honorees within the fold as shining examples of how giving back can truly change the world. Each of the Women of Worth will receive $10,000. One National Honoree, selected by popular vote, will be awarded an additional $25,000 for her work. All 2020 Honorees will be recognized and celebrated later this year.

For more information about the Women of Worth, to nominate a fearless woman making a difference in the world, or to learn more about past Honorees, visit www.WomenofWorth.com.

Source : L´Oréal Paris

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Article online:
https://www.uspa24.com/bericht-16896/l-oreal-paris-announces-search-for-stories-of-women-of-worth-making-an-impact.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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