



Empower Women
CHANGE OUR WORLD

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CLAWSON, MI RESIDENT WINS CASH AWARD TO PROMOTE SELF-ESTEEM PROGRAM FOR CHILDREN COPING WITH CANCER

Esther E. Skiba Honored with \$5,000 Avon Hello Tomorrow Fund Award to Expand Queen for a Day Program

(New York, NY, April 24, 2007) Michigan resident Esther E. Skiba, 49, is now one step closer to fulfilling her dream of creating a better tomorrow for her community. Esther was named this week's winner of the *Avon Hello Tomorrow Fund*, a weekly \$5,000 cash award program from Avon Products, Inc. to support individuals in their work to empower women. Esther will apply her award to help extend the reach of the "Queen for a Day" program, which aims to build self-esteem and counter the debilitating emotional side effects of cancer treatment in girls coping with the disease.

The side effects of cancer treatment are not only physical, but deeply emotional as well. Young patients are often isolated from their peers and robbed of their childhood. Esther and the "Queen for a Day" program aim to offer the girls hope and a reminder of the fun of being a child by inviting them to enjoy a day of beauty and personal attention. From manicures to makeup to movies, every girl receives the royal treatment including a real tiara, donated by pageant winners from around the country. The goal of the program is for the girls they visit to cherish the memories of the day they were crowned "queen," creating a special day to help them thrive in their recovery and regain health with the hope that one day they may wear the tiara to their prom or wedding.

With her *Avon Hello Tomorrow Fund* award, Esther plans to expand the number of visits – and children– the program reaches. "I applied because I love these children and want to reach out to as many as I can," she explained. "It is my hope that the time we spend with the children makes wonderful memories for them to hold onto during their tough times they are going through." And, in addition to the children, the program touches and inspires the volunteers as well, and carries the "Queen for a Day" spirit far beyond the hospital rooms in which it takes place.

Esther will apply the cash award towards supplies pivotal to creating a memorable experience for each of the girls the program touches, including pampering beauty products, movies, and materials used in arts and crafts activities such as jewelry making. The Queen for a Day program has already touched the lives of 500 children since its inception in 2002, some of whom have since joined the mission as volunteers. With the support of the *Avon Hello Tomorrow Fund* award, Esther intends to create beautiful memories for many more.

Esther's winning application to the *Avon Hello Tomorrow Fund* fell under the category of "community service," one of three areas the *Fund* supports, and outlined a plan to expand the reach of an existing program. Her proposal met the *Fund's* criteria to clearly present unique and achievable objectives to empower women or girls and ultimately improve society. It was selected from a pool of strong contenders by an expert panel of judges, including Suze Orman, America's most recognized expert on personal finance. Of Esther's application, Orman said "I like this woman and feel her intentions and goals are honorable, pure and achievable."

The *Avon Hello Tomorrow Fund* will announce and award \$5,000 each week through April 2008 to a deserving U.S. individual who has submitted a compelling application to help realize a program, project or idea to empower women in one of three areas: business development, community service, or awareness and outreach. Esther was one of more than 700 applicants from across the U.S. who applied for an *Avon Hello Tomorrow Fund* in the first of four quarterly application cycles.

Avon Hello Tomorrow Fund, 1345 Avenue of the Americas, New York, NY 10105

“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 Products, Inc., which created the *Fund*. “Given the resources, women can impact their lives, families and communities in meaningful ways. Women can change our world. It is in this spirit that we have created the *Hello Tomorrow Fund*, and I am especially gratified that the *Hello Tomorrow Fund* is also launching in various forms in 18 countries around the globe. Avon understands women, and we also understand the power of the individual to effect significant change.”

About the Avon Hello Tomorrow Fund

The Hello Tomorrow Fund will provide one \$5,000 award per week through April 2008 to a deserving individual 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 & Outreach:** Educate others about an issue that affects women to inspire and empower other women and have a positive impact on the issue.

Hello Tomorrow Fund applications will be accepted through December 19, 2007 and winners will be announced each week through April 2008. Application submission and selection of winners are organized in a quarterly cycle. One winner will be publicly announced every Tuesday, and winners’ profiles will be featured on the website to further share their inspiring ideas. To further support women’s empowerment, the website also offers links to resources and organizations in the areas of the awards – business development, community service and awareness and outreach – as well as general women’s issues. This service provides information to all persons interested in these issues regardless of participation in the Avon *Hello Tomorrow Fund*.

The fastest way to apply or learn more is at www.avon.com/hellotomorrowfund. For those without internet access, a friend or colleague can download a printable PDF file of the application on the website. Hard copies of the application may be requested by writing to: Avon Hello Tomorrow Fund, c/o Changing Our World, 220 East 42nd Street, 7th Floor, New York, NY 10017.

About the Judges

Applications are thoughtfully and carefully reviewed by an expert panel comprised of notable public figures, philanthropic leaders and heads of business, including:

- **Jillian Dempsey:** influential makeup artist, beauty industry icon and entrepreneur
- **Anne T. Dowling:** President of the Institute for Cultural Enterprise (ICE), a nonprofit agency; past President of the Texaco Foundation and Director of Corporate Contributions for Altria
- **Carol M. Kurzig:** Executive Director of the Avon Foundation
- **Joan LaRovere, M.D.:** Associate Director of the Pediatric Cardiac Intensive Care Unit at The Royal Brompton Hospital in London and co-founder and Vice President of the Virtue Foundation
- **Suze Orman:** personal finance expert, Emmy Award-winning television host, author, magazine and online columnist, writer/producer, and motivational speaker. Suze's new book, *Women & Money: Owning the Power to Control Your Destiny*, was just released February 27.
- **Maria Peninger:** Vice President of Representative Development for Avon Products, Inc. and strong advocate for women’s empowerment
- **Cynthia Rowley:** award-winning fashion designer, author and entrepreneur
- **Joseph Salim, D.D.M.:** tireless humanitarian, co-founder and Executive Director of the Virtue Foundation
- **Lynn M. Stekas:** nationally-recognized leader in corporate community involvement, philanthropy and volunteerism, and former President of the MONY Foundation

About Avon Products, Inc.

Avon, *the* company for women, is a leading global beauty company, with over \$8 billion in annual revenue. As the world's largest direct seller, Avon markets to women in well over 100 countries through over five million independent Avon Sales Representatives. Avon's product line includes beauty products, fashion jewelry and apparel, and features such well-recognized brand names as Avon Color, Anew, Skin-So-Soft, Avon Solutions, Advance Techniques, Avon Naturals, Mark, and Avon Wellness. Avon is also a leader in corporate responsibility and philanthropy. In addition to a heritage of women's empowerment, Avon and the Avon Foundation have robust programs worldwide to raise funds and awareness for breast cancer, domestic violence and emergency disaster relief. Learn more about Avon, its products and programs at www.avoncompany.com.

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