



# MARY KAY<sup>®</sup> Inspiring Stories

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## **MARY KAY URGES AMERICA TO TAKE A STAND AGAINST DOMESTIC VIOLENCE**

**Mary Kay Inspiring Stories Debuts Documentaries Created by Real Women & Female Celebrities With A Passion for the Cause**

Dallas, September 28, 2011: In honor of Domestic Violence Awareness month Mary Kay<sup>®</sup> is premiering a series of documentaries to put a national spotlight on the cause. Women nationwide, alongside female celebrities, Maria Menounos ("Extra"), JoAnna Garcia Swisher ("Better with You"), Alexa Vega ("Spy Kids") joined forces through the Mary Kay Inspiring Stories program to unite their voices to make a difference. Mary Kay<sup>®</sup> encourages millions to join in the fight against domestic violence from September 28<sup>th</sup> through October 31<sup>st</sup> at [MaryKayInspiringStories.com](http://MaryKayInspiringStories.com). With each view we can change the future of domestic violence today.

Actress JoAnna Garcia Swisher narrator for *Give Hope*, noted, "The movement to end domestic violence can begin with a single viewing of each Mary Kay Inspiring Stories documentaries. The more views we can generate will lead to a heightened awareness about domestic violence and then ultimately we can all be a part of making an important change."

Mary Kay<sup>®</sup> created Mary Kay Inspiring Stories, an all-female initiative to unite in the fight against domestic violence -- the number one cause of injury to women nationwide. The goal of Mary Kay Inspiring Stories is to raise awareness, provide a platform of support for those impacted by domestic violence, and encourage education so more people recognize the signs of abuse and are empowered to escape it.

Mary Kay<sup>®</sup> is a company committed to causes that change the lives of women and children including domestic violence and cancers affecting women. Over the years, Mary Kay<sup>®</sup> has donated millions of dollars and advanced support, education and prevention efforts through its *Beauty that Counts*<sup>™</sup> campaign and its support of the Mary Kay Foundation.

Alexa Vega narrator for *Give Joy* added, "I think it's important that companies who care, like Mary Kay, exist. They help to make the world a better place by putting their power, influence to work for others who need support like those affected by domestic violence."

Through Mary Kay Inspiring Stories the company will support donations to domestic violence shelters nationwide. America can join the cause in three ways: viewing and sharing the films at [marykayinspiringstories.com](http://marykayinspiringstories.com), purchasing a Mary Kay *Beauty that Counts*<sup>™</sup> Creme lipstick, or becoming a fan of Mary Kay at [facebook.com/marykay](http://facebook.com/marykay). Mary Kay will be making over \$80,000 in donations with a special \$20,000 donation in the name of the crew behind the most viewed film. Additionally, from Sept. 1 – Oct. 31, Mary Kay Inc. will donate \$1 to the Mary Kay Foundation for every new Facebook fan – up to \$1 million. And, consumers can join Mary Kay in its effort to change the lives of women and children around the world through the purchase of a limited-edition\* *Beauty that Counts*<sup>™</sup> Mary Kay<sup>®</sup> Creme Lipstick. In the U.S., from Sept. 15 through Dec. 15, 2011, \$1 will be donated to the Mary Kay Foundation from each

purchase of “Give Hope,” “Give Joy” and “Give Dreams,” lipstick shades to assist the Foundation’s efforts to end domestic violence.

Maria Menounos, narrator for *Give Dreams* added, “Everyday women all over the world put on lipstick to feel empowered, beautiful and confident but when a woman purchases a *Beauty that Counts*™ Creme Lipstick she can actually give back to help others so they have the confidence to escape domestic violence—that’s a beautiful thing.”

Domestic violence is a universal issue, so Mary Kay® selected 18 women from all backgrounds to be involved in the program, including survivors of abuse or those passionate about the cause. Ada Alvarez, a participant and survivor of dating violence said her Mary Kay Inspiring Stories experience took on an even deeper meaning when she met other women involved who were survivors like her.

The Mary Kay Inspiring Stories documentaries show how survivors of domestic violence have found *joy*, *hope* and *dreams* in their escape from violence. The participating women were divided into three crews, Team *Give Joy*, Team *Give Hope* or Team *Give Dreams*, to explore the meanings behind the words. Each crew collaborated in Hollywood alongside one of the three celebrities who added their voices to the cause by narrating the documentaries.

Leah Herrington, U.S. Director of Marketing for Mary Kay® noted, “We hope that Mary Kay Inspiring Stories gives *hope* to the hopeless, gives *joy* to the women who can say they’ve survived and gives *dreams* to those who wish for a better tomorrow.”

#### **ABOUT MARY KAY**

[Mary Kay](#) is one of the world’s largest direct selling companies with more than \$2.5 billion in annual wholesale sales worldwide. Mary Kay was founded in 1963 by Mary Kay Ash with the goal of helping women achieve personal growth and financial success. Mary Kay remains committed to enriching women’s lives, and today more than 2 million people of all backgrounds are enjoying the advantages of being [Mary Kay Independent Beauty Consultants](#). Mary Kay’s high-quality [skin care and color cosmetic products](#) are sold in more than 35 countries around the world. To learn more about Mary Kay, visit [www.marykay.com](http://www.marykay.com).

#### **ABOUT DREAMING TREE FILMS**

[Dreaming Tree Films](#) is a production company that specializes in producing creative programs that provide individuals with a hands-on experience and allows them to interact with and explore the creative process of filmmaking. Program participants are given the tools and resources they need to harness their own creativity and confidently produce films that send a positive message. Mary Kay teamed up with Dreaming Tree Films to help oversee the program’s execution.

#### **ABOUT THE MARY KAY FOUNDATION**

[The Mary Kay Foundation](#) was created in 1996, and its mission is two-fold: to fund research of cancers affecting women and to help prevent domestic violence while raising awareness of the issue. Since the Foundation’s inception, it has awarded more than \$28 million to shelters and programs addressing domestic violence prevention and more than \$15 million to cancer researchers and related causes throughout the United States. To learn more about The Mary Kay Foundation, log on to [www.marykayfoundation.org](http://www.marykayfoundation.org) or call 1-877-MKCARES (652-2737).

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