



Empower Women
CHANGE OUR WORLD

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**OAKLAND, CALIFORNIA RESIDENT WINS CASH AWARD TO SUPPORT PROGRAM
FOR TEEN MOTHERS PURSUING A SECONDARY EDUCATION**
Martha Braithwaite Honored with \$5,000 Avon Hello Tomorrow Fund Award

(New York, NY, February 19, 2008) – Oakland, California resident, Martha Braithwaite, 26, is one step closer to fulfilling her dream of creating a better tomorrow for her community. Martha 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. Martha will use her award money to help support Moms Mentoring Moms (MMM) – a program dedicated to supporting teen mothers in their pursuit of a higher education to build a bridge out of poverty.

Teen parenthood can often be a one-way ticket into the vicious cycle of welfare programs and low-wage jobs. Education takes a backseat when young mothers are faced with the demanding realities of parenting. Many young women in East and West Oakland, two communities with teen pregnancy rates at one and a half times the national average, are struggling to break out of poverty. However, without the proper education, there is little chance to successfully secure a job that can foster such freedom.

Martha has been involved with civic leadership and advocacy programs for many years. She started "Diversity Day" in her high school and went on to work as an organizer for economic justice in poor communities. When Martha became a teen mother herself, she shifted her focus specifically to work that could empower women and girls.

Martha joined forces with her friend, Daphina Marshall-Fuller to found Moms Mentoring Moms. They are both teen mothers and recent graduates of Mills College in Oakland. As young mothers who found their way through college, they gained a lot of practical knowledge and wanted to pass their experience on to other similarly situated women. "We knew education was our path to long-term self-sufficiency," explains Martha. Through MMM, she and her partner are working toward developing a robust and sustainable support system for teen mothers to meet the challenges of raising children while seeking an education.

Thanks to her *Avon Hello Tomorrow Fund* award, Martha can provide teen mothers with information and skills to make them stronger students, better parents and smarter self-advocates. Martha and Daphina plan for MMM to facilitate upwards of 10 workshops for teen mothers in 2008 on topics such as academic success and planning for college, as well as parenting and life skills. The award will specifically fund childcare, food for the children and transportation for the participants of each workshop. Ideally, participants will complete the MMM courses to go on to mentor other teen moms. MMM has formed a partnership with another non-profit called Brighter Beginnings in hopes of capitalizing on the community's resources. Thanks to her *Avon Hello Tomorrow Fund* award, Martha will be able to reach more moms than ever before, enabling young women to succeed in both motherhood and academics.

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Martha's winning application to the *Avon Hello Tomorrow Fund* fell under the category of "Community Service." Her proposal met the 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. "Teen mothers will learn first hand how to overcome obstacles, continue their education, be better parents, and how to give back to the community," noted judge Anne Dowling of Martha's program. "A solid model for success."

About the U.S. Avon Hello Tomorrow Fund: Program Extended for a Second Year

Originally announced as a one-year program encompassing April 2007-April 2008, due to tremendous success, the *Avon Hello Tomorrow Fund* has been extended for a second year and will continue into 2009. Every week since April 17, 2007, the U.S. *Avon Hello Tomorrow Fund* has announced one \$5,000 award to an individual who has submitted a compelling application to help realize a program, project, or idea that empowers women and ultimately improves society. Martha is one of thirteen weekly winners to be selected from more than 900 applicants from across the U.S. who applied in the fourth application cycle. Local *Hello Tomorrow Fund* programs have also been created by Avon in 18 other countries worldwide.

"We are gratified that the *Hello Tomorrow Fund* has proven to be such a valuable and popular initiative that brings yet another facet to Avon's profound commitment to empowering women," said Andrea Jung, Chairman and Chief Executive Officer, Avon Products, Inc. "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 created the *Hello Tomorrow Fund*, and I am delighted that the program has been such a success, touching lives across the country and around the world."

Women and men are eligible to apply for the U.S. *Avon Hello Tomorrow Fund*. Applications will be accepted on an ongoing basis through December 15, 2008 and winners will be announced each week through April 2009. 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 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
- **Joan Libby-Hawk:** human rights advocate and Public Affairs Specialist, United Nations Development Fund for Women, UNIFEM

- **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, 2007.
- **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.:** committed 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, most of whom are women. 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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