



Empower Women
CHANGE OUR WORLD

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**AUSTIN, TEXAS RESIDENT WINS CASH AWARD TO SUPPORT NEED-BASED SCHOLARSHIPS
TO CAMPSHE SUMMER EMPOWERMENT PROGRAM FOR GIRLS**

Miranda Oropeza Hines Honored with \$5,000 Avon Hello Tomorrow Fund Award

(New York, NY, October 2, 2007) – Austin, Texas resident Miranda Oropeza Hines, 23, is one step closer to fulfilling her dream of creating a better tomorrow for her community. Miranda 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. Miranda will apply her award towards need-based subsidies for deserving middle school girls to attend CampSHE (Sisters, Healthy & Empowered), the two-week summer empowerment program she co-founded that aims to guide girls in their formative years to gain valuable self-esteem as they build lasting friendships and healthy life choices.

CampSHE was created by Miranda and two elementary school teachers in April of this year. The concept was borne as an expansion of clubGEN, the after school program for girls that Miranda also co-founded. Seeing the tremendous gains in self-confidence and esteem achieved by the girls in the program, Miranda realized that a summer camp could help girls to achieve even greater growth after the school year ended. “One of the most trying times of growing up is during the formative years of middle school,” Miranda explained. “Young girls are woefully unarmed to stand strong as their bodies change and they blossom into young women.” After much careful study and research on the issues affecting girls, curriculum creation, and social entrepreneurship, the empowerment camp concept was fully developed and in summer 2007 CampSHE welcomed its first campers.

CampSHE helps its young campers, girls aged 9-12, believe in themselves and guides them to make healthy life choices while they enjoy educational and fun activities. The camp offers an original curriculum of teambuilding, sisterhood, positive self-image, and focus on individual empowerment. More than 90 young women from Central Texas participated in CampSHE’s inaugural session. They enjoyed a range of games and activities that addressed issues specific to developing young women, including self-esteem, body image, media literacy, healthy relationships, self-empowerment, and healthy lifestyles. The girls were also inspired during the camp’s interactive career day, and benefited from presentations by female role models in areas such as film-making, yoga, self-defense, and even entrepreneurship. In addition, traditional summer camp arts, crafts and fun activities are offered as well.

CampSHE’s programming proved very valuable to its attendees, but the \$400 per session enrollment fee, which covers camp programming and costs, can be a barrier for families of some of the most deserving girls. Believing that empowerment and healthy activities should be enjoyed by all, regardless of financial situation, Miranda plans to provide financial assistance to needy girls to attend the camp. In its inaugural session she was able to help offset attendance costs for some girls, yet found there were many more in need.. The CampSHE program relies heavily on the generosity of spirit and funding of the community, and the *Avon Hello Tomorrow Fund* award will help “...make a difference in the lives of promising young women in the community,” said Miranda in appreciation. Thanks to her *Avon Hello Tomorrow Fund* award, Miranda will be able to subsidize the cost of attending CampSHE for up to twelve girls.

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Miranda's winning application to the *Avon Hello Tomorrow Fund* fell under the category of "Community Service," one of three areas the Fund supports. 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. "I smiled as I was reading this proposal," noted Orman of Miranda's application. "It reminded me of how much I wanted to go to camp when I was young...but my parents did not have the money to send me. Independence starts at a young age, when you get to experience yourself and others outside of a school environment, so that other discoveries and feelings can come about."

About the Avon Hello Tomorrow Fund

The *Avon Hello Tomorrow Fund* will announce and award \$5,000 each week for a year 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. Miranda is one of thirteen weekly winners to be selected from more than 700 applicants from across the U.S. who applied for an *Avon Hello Tomorrow Fund* in the second of four quarterly application cycles. A similar number of applicants entered the first quarterly cycle. Local *Hello Tomorrow Fund* programs have also been created by Avon in 18 other countries worldwide.

"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 countries around the globe. Avon understands women, and we also understand the power of the individual to effect significant change."

Women and men are eligible to apply for the US *Avon Hello Tomorrow Fund*, and deserving individual are selected from the pool of applicants by an expert panel of judges. 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 issue. 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.

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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.:** 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. 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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