Beat: Lifestyle

L OREAL PARIS HONORS 10 WOMEN WORTH WINNERS MAKING DIFFERENCE

A DIFFERENCE IN THEIR COMMUNITIES

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USPA NEWS - In New York, L'Oréal Paris today announced its 2015 Women of Worth honorees: 10 extraordinary women from across the country who are selflessly, tirelessly and passionately volunteering their time and energy to serve their communities and the world...

In New York, L'Oréal Paris today announced its 2015 Women of Worth honorees: 10 extraordinary women from across the country who are selflessly, tirelessly and passionately volunteering their time and energy to serve their communities and the world.

The 2015 Women of Worth honorees include a college student who created technology to connect food banks with donors, the mother of a fallen Navy Seal who provides veteran entrepreneurs with interest-free loans, and an event planner who throws birthday parties for children who live in homeless shelters. Celebrating its 10th anniversary,

The public is invited to support these inspirational women who go above and beyond to change their communities by sharing their stories on social media and voting for a National Honoree who will receive an additional $25,000 for her cause.

Watch the 2015 Women of Worth honorees' stories at WomenofWorth.com and show support for the woman's story that resonates most by voting for her to become National Honoree, once per day through Nov. 20, 2015.

To further celebrate women making a difference in their community, L'Oréal Paris is encouraging social media users to make Wednesday, November 4 a #WomanCrushWednesday focused on inspirational women. According to a survey by ORC International, social media posts that feature people doing good inspires others, with one in three saying that seeing a post about helping others, encourages them to do the same.

Selected by a revered panel of judges, including leaders in business and media, the 2015 honorees were chosen from a record number of nominations for their unwavering commitment, drive and desire to better the lives of those around them. Each will receive $10,000 from L'Oréal Paris to support her charitable cause or project, along with continued support and a national platform to share her story.

The 2015 Women of Worth support a wide range of causes and projects :

- Maria Rose Belding ““ Washington, D.C.; Pre-med student at American University who created the MEANS Database, an interactive website allowing food pantries and soup kitchens to quickly coordinate exchanges of excess food items between each other and from local donors.

- Catherine Curry-Williams ““ Valley Village, Calif.; Founder, Shane's Inspiration, a nonprofit organization dedicated to providing communities around the world with resources to build inclusive playgrounds for children for all abilities.

- Elissa Davey ““ Vista, Calif.; Founder and CEO, Garden of Innocence, a nonprofit organization that provides personalized, dignified burials for abandoned children (up to age eight), many of whom were found abandoned or have passed away in hospitals and left unclaimed by their parents.

- Jaha Dukureh ““ Atlanta, Ga.; Survivor of female genital mutilation and Founder of Safe Hands for Girls, the only American nonprofit organization dedicated to empowering and educating young girls and communities about the dangers and effects of FGM.

- SuEllen Fried ““ Prairie Village, Kan.; Co-Founder, Reaching Out From Within, a nonprofit that provides rehabilitation services for prisoners through expert-led, intensive discussion sessions and training programs that help them understand the reasons behind their

violent behaviors.

- Teri Kelsall ““ Laguna Woods, Calif.; Co-founder, The Jonas Project, an organization dedicated to helping veterans with an entrepreneurial drive develop formal business plans and prepare pitches for start-up capital. The organization offers low interest loans for business expenses, and mentorship from network of Veteran entrepreneurs and business professionals.

- Kathy Koenigsdorf ““ East Islip, N.Y.; Founder, Jake Koenigsdorf Foundation, raises money for substance abusers who want help but cannot afford treatment centers. Founded after Kathy's son, Jake, died of an overdose at 21-years-old.

- Schinnell Leake ““ College Park, Md.; Founder, Extra-Ordinary Birthdays, a nonprofit that organizes individualized birthday parties for homeless children to make them feel loved and valued.

- Alison O'Neil ““ Atlanta, Ga.; Founder, Beauty Becomes You, a nonprofit that provides aesthetic treatments including hair, skin, nail care, and massage therapy, to the elderly, a population often overlooked, in an effort to bolster self-worth and combat "Failure to Thrive Syndrome."

- Melaney Smith ““ Athens, Ga.; Founder, Books for Keeps, an organization that provides 45,000 books each year to children in need to prevent them from falling behind in school during a summer without books.

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Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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