

Beat: Politics

L'OREAL PARIS WOMEN OF WORTH RECOGNIZES ACCOMPLISHMENTS 10 EXTRAORDINARY WOMEN

MAKING A DIFFERENCE IN THEIR COMMUNITY

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USPA NEWS - L'Oreal Paris honored 10 women pursuing their passions and improving the lives of others through giving back to their communities at the 10th anniversary Women of Worth celebration last night. The company named Schinnell Leake, founder of Extra-Ordinary Birthdays,...

L'Oreal Paris honored 10 women pursuing their passions and improving the lives of others through giving back to their communities at the 10th anniversary Women of Worth celebration last night. The company named Schinnell Leake, founder of Extra-Ordinary Birthdays dedicated to providing homeless children with birthday parties, as the National Honoree of its signature philanthropic program.

Former Honoree Lisa Williams received the first-ever Women of Worth Impact Award in celebration of the 10th anniversary to recognize her continued work in protecting sex trafficking victims. Over the past 10 years, L'Oreal Paris Women of Worth has empowered and honored 100 incredible women tackling some of society's most pressing issues, transforming tens of thousands of lives.

Thought leaders, philanthropists, executives and celebrities gathered at The Pierre in New York City to honor the incredible 2015 Women of Worth Honorees and celebrate their inspiring stories. The event featured special presentations by L'Oreal Paris ambassadors Karlie Kloss, Eva Longoria, Andie MacDowell, Julianne Moore, Aimee Mullins and Freida Pinto. Arianna Huffington, Hoda Kotb, Mary Alice Stephenson, and 2014 Women of Worth National Honoree Phyllis Sudman also helped to honor this year's winners.

Each Women of Worth Honoree, who received \$10,000 for their organization, was chosen following a rigorous nomination process led by L'Oreal Paris and the world's largest organization dedicated to volunteer service, Points of Light.

The 2015 Women of Worth National Honoree, Schinnell Leake, was awarded an additional \$25,000 after receiving thousands of public votes via the L'Oreal Paris website and social channels in support of her efforts celebrating the birthdays and self-worth of children living in local homeless shelters.

The College Park, Md. resident created Extra-Ordinary Birthdays after learning that more than 2,000 children live in homeless shelters throughout the Washington, D.C. area. As a mother and a party planner, she knew how important it was for children to feel confident and have self-worth. Since founding her organization five years ago, Extra-Ordinary Birthdays has thrown more than 400 birthday parties and partnered with six homeless shelters in Maryland and Washington, D.C.

A Women of Worth Honoree five years ago, Georgia native Lisa Williams was noted for embodying the L'Oreal Paris philosophy that 'Every Woman is Worth It,' providing a safe haven for women and children who have been victimized by violence. Through her Circle of Friends and The Living Water Programs, she has worked to pass state legislation protecting these victims and expanded the organization's resources and impact from Georgia to multiple states across the country.

This year's Women of Worth Honorees are united in their passion to improve the lives of others and support a wide range of causes and projects, from fighting drug addiction and helping homeless veterans, to creating a shelter for young victims of human trafficking.

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