

# REVLON



# Elizabeth Arden

NEW YORK

## Revlon Announces Its 2nd Annual Groundbreaking LOVE IS ON Million Dollar Challenge Crowd-Funding Competition

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### *More Opportunities to Win, More Exposure and More Reach to Support Even More Charities*

NEW YORK--(BUSINESS WIRE)--Jul. 11, 2016-- Revlon, a long-time supporter of women's health causes, announced today it will again host the [Revlon LOVE IS ON Million Dollar Challenge](#) on CrowdRise.com for the second year in a row. With its groundbreaking charitable prize incentives, Revlon plans to take the online fundraising challenge to a whole new level this year, by opening up the competition to a much broader range of women's health causes. In addition, the Challenge will span both the U.S. and Canada, offer more opportunities to win, and give qualifying charities the chance for a one-of-a-kind partnership with Revlon.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160711006249/en/>

In 2015, over 100 women's health charities participated in the **Revlon LOVE IS ON Million Dollar Challenge** and raised \$2.75 million. With Revlon donating an additional \$1.425 million in prize money over the course of the Challenge, total distribution reached \$4.18 million. 1<sup>st</sup> place in the 2015 Challenge went to Cycle for Survival of Memorial Sloan Kettering Cancer Center, taking home a \$1 million donation from Revlon that will be used to fund the research and treatment of ovarian cancer. 2<sup>nd</sup> place in the 2015 Challenge went to Cancer Research Institute (CRI), which will use their donations from Revlon to fund research in discovering new immunotherapies for cancers that most affect women, including breast, colorectal and lung cancers, among others.

In an effort to help more women's health causes, this year, the **Revlon LOVE IS ON 2016 Million Dollar Challenge** will award large cash donations, including a \$1 million grand prize, to the top 5 organizations that raise the most donations over the course of the 6-week competition. Additionally, Revlon has opened up the Challenge to any charity dedicated to women's or girls' health, and now welcomes charities from both the U.S. and Canada to participate in the Challenge.

"In 2015, with a philanthropic mission of spreading love in support of women's health, we were pleased to see so many charities embrace this powerful emotion to drive donations," says Fabian Garcia, CEO of Revlon. "This year, we have added many enhancements to the Challenge that will result in even greater success for participating charities."

Starting this month, organizations dedicated to women's and girls' health causes are invited to participate in **Revlon's LOVE IS ON 2016 Million Dollar Challenge**. While the Challenge will kick-off on September 14<sup>th</sup>, 2016, the application for charity entrants is now open: [www.crowdrise.com/RevlonChallengeApplication](http://www.crowdrise.com/RevlonChallengeApplication)

Benjamin Karsch, EVP, Chief Marketing Officer at Revlon adds, "We are proud of the innovative 'venture philanthropy' approach we began in 2015, providing the framework to help charities triple the amount of funds Revlon contributed directly. We look forward to further helping these organizations maximize their fundraising power."

### **Key Challenge Facts:**

- The **Revlon LOVE IS ON 2016 Million Dollar Challenge** will launch on Wednesday, September 14<sup>th</sup> at 12:00 p.m. E.T. and runs through Wednesday, October 26<sup>th</sup> at 1:59:59 p.m. E.T.
- 1<sup>st</sup> place will receive a \$1,000,000 donation from Revlon; 2<sup>nd</sup> place will receive \$100,000; 3<sup>rd</sup> place will receive \$75,000; 4<sup>th</sup> place will receive \$50,000; and 5<sup>th</sup> place will receive \$25,000<sup>1</sup>.
- Even if a participating charity does not win one of these prizes from Revlon, they still keep all the money raised from donors during the Challenge.
- In addition to grand prizes, there will be weekly Bonus Challenges with extra opportunities to win cash totaling another \$175,000<sup>1</sup>.
- The Challenge is open to any U.S. charity qualified under Section 501(c)(3) of the Internal Revenue Code and Canadian charities in the women's and girls' health space.

### **Eligibility**

In order to participate in the **Revlon LOVE IS ON 2016 Million Dollar Challenge**, charitable organizations must have non-profit 501(c)(3) status, be a United States charity organization that has a fiscal sponsorship agreement with another tax exempt charity or be a tax exempt Canadian charity with a mission or program that supports the health and well-being of women and/or girls. Prizes won by charities must be allocated to program(s) that benefit these causes.

## Competition

When the **Revlon LOVE IS ON 2016 Million Dollar Challenge** kicks off on September 14<sup>th</sup>, 2016, participating charities will begin tapping their supporter networks to ignite donations, and help them continuously fundraise throughout the 6-week Challenge. Passionate consumers can show their love for their favorite cause in a few ways: directly donating to their chosen charity through the Revlon challenge homepage, setting up a personal fundraising page on CrowdRise and linking to their beloved charity, and encouraging others to join their crusade by sharing on their social media channels. Revlon will provide strategy and capacity-building webinars and toolkits to help charities get the most out of the Challenge, as well as 24-hour support from CrowdRise.

For more information about the **Revlon LOVE IS ON 2016 Million Dollar Challenge**, visit: [www.revlon.com/milliondollarchallenge](http://www.revlon.com/milliondollarchallenge) or [www.crowdrise.com/revlonchallenge](http://www.crowdrise.com/revlonchallenge), and follow Revlon's social channels (@ Revlon).

### About Revlon:

Revlon is a global cosmetics, hair color, hair care and hair treatments, beauty tools, men's grooming products, anti-perspirant deodorants, fragrances, skincare, and other beauty care products company. Revlon's Consumer segment global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, SinfulColors® color cosmetics, Pure Ice® color cosmetics, Revlon ColorSilk® hair color, Revlon® Beauty Tools, Charlie® fragrances, and Mitchum® anti-perspirant deodorants. Revlon's Professional segment global brand portfolio includes: Revlon Professional®, CND®, including CND's Shellac® brand 14+ day nail color and Vinylux® weekly nail polish, and American Crew® men's grooming products. Websites featuring current product and promotional information can be reached at [www.revlon.com](http://www.revlon.com), [www.almay.com](http://www.almay.com), [www.mitchum.com](http://www.mitchum.com), [www.revlonprofessional.com](http://www.revlonprofessional.com), [www.americancrew.com](http://www.americancrew.com) and [www.cnd.com](http://www.cnd.com).

### About CrowdRise:

CrowdRise is the world's largest and fastest growing online platform dedicated exclusively to charitable fundraising. CrowdRise is used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world to creatively leverage their resources and networks to unlock the power of the crowd and raise hundreds of millions of dollars to support positive social missions. Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised over \$250 million to date.

<sup>1</sup> Prize money in USD

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Revlon Global Public Relations  
Victoria Ashley, 212-527-4137  
[Victoria.Ashley@revlon.com](mailto:Victoria.Ashley@revlon.com)