

REVLON



Elizabeth Arden

NEW YORK

Revlon's 2nd Annual LOVE IS ON Million Dollar Challenge Goes Live Today

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Over 100 Women's Health Charities Begin Competing for a Chance at Winning a \$1 Million Donation from Revlon

NEW YORK--(BUSINESS WIRE)--Sep. 14, 2016-- Today kicks off [Revlon's 2nd Annual LOVE IS ON Million Dollar Challenge](#), the company's groundbreaking women's health crowd-funding competition. The Challenge was created to generate donations for charities dedicated to women's health issues and empower organizations that are making a real difference in women's lives. After experiencing the positive impact last year's Challenge had on so many charities, Revlon has expanded the Challenge this year to include—and support—even more women's health-related causes.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160914005919/en/>

The online fundraising competition goes live today on CrowdRise.com and runs through October 26th. This year, the Challenge will award the top 5 charities that raise the most funds over the course of the 6 weeks, including a \$1 Million donation awarded to the first place organization, \$100,000 for second place, \$75,000 for third place, \$50,000 for fourth place, and \$25,000 for fifth place.

"For more than two decades, Revlon has actively supported women's health issues and has been a champion for women's progress," says Fabian Garcia, CEO of Revlon. "The Revlon LOVE IS ON Million Dollar Challenge philanthropic platform allows us to leverage our brand, community and resources to make a positive impact on many of the leading health issues facing women today."

Over 100 women's health-related charities—ranging from breast cancer, cardiac health, neurological disorders, autoimmune diseases, diabetes and much more—have signed up to compete in the Challenge. With Revlon offering multiple donation incentives, including weekly bonus awards, organizations can rally their networks to leverage the power of community – and love – to drive donations.

Revlon Global Brand Ambassador Olivia Wilde voiced her support for the Challenge with a special [call-to-action message](#) that urges people to help spread the power of love by donating to their favorite charity.

There are several ways individuals can show their support for competing charities in the Revlon LOVE IS ON Million Dollar Challenge:

- By making a direct donation to their charity of choice through the Challenge homepage (<https://www.crowdrise.com/revlonchallenge>).
- By creating a personal fundraising page on CrowdRise, linking to their specific charity, and reaching out to their network to raise donations throughout the Challenge
- By sharing their support on social media and inspiring others to donate to their beloved charity, using the Revlon love sign and #RevlonMillion hashtag

The winner of the Revlon LOVE IS ON Million Dollar Challenge will be announced in November 2016 at an event co-hosted by Revlon's Global Brand Ambassadors. For more information about the **Revlon LOVE IS ON 2016 Million Dollar Challenge**, to see a list of participating charities and to make a donation, visit: www.revlon.com/milliondollarchallenge or www.crowdrise.com/revlonchallenge, and follow Revlon's social channels (@ Revlon).

About Revlon, Inc.

Revlon has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and hair care. Since its breakthrough launch of the first opaque nail enamel in 1932, Revlon has provided consumers with high quality product innovation, performance and sophisticated glamour. In 2016, Revlon acquired the iconic Elizabeth Arden® portfolio of brands, including its leading designer, heritage and celebrity fragrances. Today, Revlon's diversified portfolio of brands is sold in more than 130 countries around the world in most retail distribution channels, including mass, salon and prestige. Revlon ranks among the top 20 global beauty companies, with product offerings in color cosmetics, skincare, hair care and fragrances under brands such as Revlon, Elizabeth Arden, Revlon ColorSilk, Revlon Professional, American Crew, Almay, Cutex, Elizabeth Taylor, Britney Spears, Juicy Couture, Curve, John Varvatos and Christina Aguilera. Please visit <http://www.revlon.com> for the latest news and information about Revlon and its brands.

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.

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