

# REVLON



# Elizabeth Arden

NEW YORK

## The Entertainment Industry Foundation's Revlon Run/Walk For Women Celebrates Milestone 20 Years

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**Revlon Global Brand Ambassadors Halle Berry, Emma Stone & Olivia Wilde to Host 2013 Events In New York City on May 4th & Los Angeles on May 11th**

LOS ANGELES, April 9, 2013 /PRNewswire via COMTEX/ --Revlon (NYSE: REV), The **Entertainment Industry Foundation (EIF)** and Lilly Tartikoff are proud to announce the **20<sup>th</sup> Anniversary** of the **EIF Revlon Run/Walk for Women**. Revlon Brand Ambassadors **Emma Stone** and **Olivia Wilde** will host the **2013 event** in New York on **Saturday, May 4<sup>th</sup>** and **Halle Berry** will host in Los Angeles on **Saturday, May 11<sup>th</sup>** with co-hosts Entertainment Tonight's **Brooke Anderson** and Dancing with the Stars' **Carrie Ann Inaba**.

Stone and Wilde are returning to co-host the New York Run/Walk, while Berry, celebrating her seventh year with the EIF Revlon Run/Walk, will host the Los Angeles event. To date, nearly one million people have participated in the EIF Revlon Run/Walk for Women and the Run/Walks have distributed more than \$68 million to support women's cancer research, counseling and outreach programs. The Run/Walk was launched in 1994 through the combined efforts of Lilly Tartikoff, Ronald O. Perelman, Chairman of Revlon, Inc., and EIF. The event originated in Los Angeles and a second event in New York City was added shortly after.

"I am truly honored to host the 2013 EIF Revlon Run/Walk for Women," says Wilde. "Before joining the Revlon family, I actually participated in the Los Angeles event and still remember it as one of the most moving experiences I've ever had. At that time, I never imagined that I would become a Run/Walk host, let alone a two-time host! I urge everyone to come out and join me in New York on May 4th. If you can't be there, you can still get involved by making a donation online to fight women's cancer."

"Like millions of others, I too have been touched by cancer, so the EIF Revlon Run/Walk for Women is deeply important to me. My role as a Revlon Ambassador gives me a platform to speak out on the issue of women's cancer and I hope that as host of this year's New York event, we can continue to work together to build awareness and raise funds to find a cure for this disease," said Stone.

"It's hard to find the words to describe exactly what it feels like to be among tens of thousands of cancer survivors, patients, loved ones and supporters at the EIF Revlon Run/Walk. All I can say is that I cannot imagine a more important and more inspirational way to spend a Saturday morning. I hope we can celebrate the Run/Walk's 20th anniversary with record-breaking attendance and fundraising as we fight this disease together," said Berry.

The New York race will start in Times Square and finish in Central Park where there will be a health expo as well as a survivor ceremony. The Los Angeles race will take place at the Los Angeles Memorial Coliseum at Exposition Park. Early registration is encouraged and can be done by visiting <http://www.revlonrunwalk.org> or by calling the event hotline at 855.434.3779. Registration is also available on site for both events.

Participants are encouraged to fundraise individually or create teams. For those people who are not able to make it to the New York or Los Angeles events can register for the EIF Revlon Run/Walk in Your Dreams. Run/Walk In Your Dreams gives participants the opportunity to fundraise for the event from afar and receive the same rewards participants in New York and Los Angeles enjoy. Supporters of the Run/Walk can join the conversation by liking [@EIFRevlonRun/WalkForWomen](#) on Facebook or by following [@EIFRRW](#) on Twitter.

"Revlon has been involved with the EIF Revlon Run/Walk since its inception and every year, we are reminded of how important it is to keep up the fight against women's cancers until we find a cure," says Ronald Perelman, co-founder of the Run/Walk and co-founder of the Revlon/UCLA Women's Cancer Research Program. "I would like to thank all of the volunteers and city officials who help make our event possible each year."

"It's hard to believe that it's already been 20 years!" says Lilly Tartikoff, co-founder of the EIF Revlon Run/Walk for Women and co-founder of the Revlon/UCLA Women's Cancer Research Program. "Women truly are our inspiration and the force behind our success. Their spirit and passion has made it possible to raise the much-needed funds that have helped to deliver a non-toxic treatment for breast cancer called Herceptin®. In addition, there is another hopeful non-toxic treatment on the way. We are grateful to everyone for making this possible."

"EIF is grateful to everyone at Revlon, Lilly Tartikoff, the entertainment industry, survivors, supporters and participants for 20 years of commitment," says Lisa Paulsen, President and CEO of the Entertainment Industry Foundation. "Their tireless effort and overwhelming support has made the EIF Revlon Run/Walk for Women an incredible success."

New York beneficiaries include: Actors' Fund of America, Albert Einstein Cancer Center, CancerCare, Gilda's Club NYC, Memorial Sloan-Kettering Cancer Center, Ovarian Cancer National Alliance, William F. Ryan Community Health Center, EIF's Women's Cancer Programs (NWCRA). Los Angeles event beneficiaries include: Gilda Radner Hereditary Cancer Program at Cedars-Sinai Medical Center, Providence Saint Joseph Foundation, Revlon/UCLA Women's Cancer Research Program, USC/Norris Comprehensive Cancer Center, Cancer Support Community, and Women of Color Breast Cancer Survivors' Support Project.

National Sponsors for the 2013 EIF Revlon Run/Walk For Women include: title sponsor Revlon®, double platinum sponsor Toyota, platinum sponsor

Rite Aid, and sponsors Georgetown Cupcake and The Walking Company. Award sponsors include exhale mind body spa, LeSportsac, Newton Running and Marika.

New York sponsors include platinum sponsor **smartwater®**; gold sponsors Bloomberg, Dunkin' Donuts and Lucille Roberts Womens Fitness; and media sponsors, Fresh 102.7, NBC 4 New York and Telemundo New York. Los Angeles sponsors include double platinum sponsor Macy's; platinum sponsors ABC7 Los Angeles and Aquafina Water; gold sponsors Astellas USA Foundation, Cancer Treatment Centers of America®; silver sponsor Wells Fargo Capital Finance and media sponsors 104.3MYFM & Talk Radio 790 KABC.

#### About Entertainment Industry Foundation

The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Visit <http://www.eifoundation.org>.

#### About Revlon

Revlon is a global color cosmetics, hair color, beauty tools, fragrances, skincare, anti-perspirant deodorants and beauty care products company whose vision is Glamour, Excitement and Innovation through high-quality products at affordable prices. Revlon® is one of the strongest consumer brand franchises in the world. Revlon's global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, Revlon ColorSilk® hair color, Revlon® beauty tools, Charlie® fragrances, Mitchum® anti-perspirant deodorants, and Ultima II® and Gatineau® skincare. Its products are sold in over 100 countries around the world. 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) and [www.mitchum.com](http://www.mitchum.com).

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