

REVLON



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NEW YORK

The Revlon LOVE IS ON Million Dollar Challenge Celebrates Over \$4M Donated to Women's Health

November 20, 2015

Brand Ambassadors Halle Berry and Olivia Wilde Join Challenge Participants at Finale Event in New York City

\$1 Million Grand Prize Check Presented to Winner Cycle for Survival of Memorial Sloan Kettering Cancer Center

NEW YORK--(BUSINESS WIRE)--Nov. 20, 2015-- Revlon, the global cosmetic company, celebrated the finale of the [Revlon LOVE IS ON Million Dollar Challenge](#) with a star-studded event at the Rainbow Room in New York City on November 18th. Revlon executives, along with **Global Brand Ambassadors Halle Berry and Olivia Wilde**, honored the top Challenge fundraisers. The winner, Cycle for Survival of Memorial Sloan Kettering, was presented with a \$1 million grand prize donation from Revlon, and Cancer Research Institute was awarded a \$250,000 prize donation for its second place finish.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20151120005816/en/>



"In addition to honoring the winners of our Challenge, this celebration was our way of thanking all the amazing charities that participated," said Lorenzo Delpani, Revlon CEO. "Revlon's global mission is to inspire LOVE, and these organizations do that on a daily basis through their groundbreaking daily work improving women's lives. We appreciate the impressive fundraising of all the Challenge participants that helped generate more than \$4 million for women's health charities and made Revlon's first-ever crowdfunding initiative such a big success."

Said Halle Berry, Revlon Global Brand Ambassador: "It is an honor to be a part of an evening that celebrates giving back. I have always admired Revlon's commitment to women's health, and the LOVE IS ON Million Dollar Challenge is another example of that generous spirit."

"The LOVE IS ON Million Dollar Challenge is a unique, and successful, model of fundraising," said Olivia Wilde, Revlon Global Brand Ambassador. "It is a thrill to represent a company that is not only committed to philanthropy but understands the changing landscape of how people

Revlon Global Brand Ambassadors, Halle Berry and Olivia Wilde, Revlon CEO Lorenzo Delpani, and Seth Meyers present Revlon LOVE IS ON Million Dollar Challenge Grand Prize Winner, Cycle for Survival of Memorial Sloan Kettering, with \$1 million donation.

give. This was a new and modern way to reach supporters of women's health, and one that paid off enormously."

In addition to the top two charities, the other top 10 Challenge fundraisers celebrated at the event were: **Mary's Place by the Sea, Days for Girls International, Valley Girls & Guys!, Dr. Susan Love Research Foundation, Teen Cancer America, Basic Health International, Remember Betty Foundation, Gilda's Club New York City, Harboring Hearts Housing Foundation and Starting Hearts.**

To view photos from last night's event visit [Getty Images](#)

Download [hi-res b-roll video coverage](#)

For more information on Revlon LOVE IS ON and the LOVE IS ON Million Dollar Challenge visit Revlon's social channels (@ Revlon) and hashtag **#RevlonMillion** and **#LOVEISON**.

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, which operates in three segments, the consumer division ("Consumer"), the professional division ("Professional") and Other. CEO Lorenzo Delpani's vision is to establish Revlon as the quintessential and most innovative beauty company in the world by offering products that make consumers feel attractive and beautiful. Revlon believes that its global brand name recognition, product quality, R&D, innovation and marketing experience have enabled it to create leading global consumer and professional brands. 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, www.almay.com, www.mitchum.com, www.revlonprofessional.com, www.americancrew.com and www.cnd.com.

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