

REVLON



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NEW YORK

Revlon's 2nd Annual LOVE IS ON Million Dollar Challenge Raises Over \$6 Million to Help Women's Health Causes

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Revlon's Donation Incentives Drive Charities, Awarding Top Fundraiser Cancer Research Institute with \$1M

NEW YORK--(BUSINESS WIRE)--Nov. 7, 2016-- A long-standing champion of women's health and empowerment, Revlon today announced the winner of their record-breaking crowdfunding competition, the **2nd Annual Revlon LOVE IS ON Million Dollar Challenge**. With over 150 women's health charities competing for the top ONE MILLION DOLLAR donation from Revlon, **Cancer Research Institute** came in 1st place, raising over \$1.2M throughout the 6-week competition. Competitors in the Challenge generated a total of \$6.37 million in donations—more than double the amount raised in Revlon's inaugural Challenge last year.

"As a company committed to the well-being of women, we are proud to support not one, but many important women's health causes through the **Revlon LOVE IS ON Million Dollar Challenge**. We are thrilled that our \$1M donation resulted in many millions of dollars raised for charities that are making a real difference in women's lives," said Fabian Garcia, CEO of Revlon.

From fighting cancer to treating diabetes and supporting female empowerment, this year the Challenge awarded the following top 5 charities that raised the most funds during the Challenge period:

- **1st Place:** [Cancer Research Institute](#) with \$1,294,188 raised
- **2nd Place:** [Basser Center for BRCA at The Abramson Cancer Center of the University of Pennsylvania](#) with \$1,184,300 raised
- **3rd Place:** [Days for Girls International](#) with \$757,850 raised
- **4th Place:** [Beyond Type 1](#) with \$451,360 raised
- **5th Place:** [Experience Camps for Grieving Children](#) with \$414,854 raised

"We are honored to again participate in the **Revlon LOVE IS ON Million Dollar Challenge**. After placing second in the 2015 campaign, we are thrilled that we succeeded this year in rallying our community to help us place first and take home the top \$1M donation," said Jill O'Donnell-Tormey, Ph.D., CEO and director of scientific affairs at the Cancer Research Institute. "Since 1953, we have worked to save more lives by fueling the discovery and development of powerful immunotherapies for all types of cancer. With this year's funds generated from Revlon's Challenge, we will continue to advance the research that gives new hope to the 6 million women around the world who are diagnosed with cancer each year."

With Revlon offering multiple donation incentives, including weekly bonus awards, the Challenge proved effective in rallying charity networks to leverage the power of community – and love – to drive donations. Revlon thanks and congratulates all participants. To see full list of winners and all charities involved in this year's **Revlon LOVE IS ON Million Dollar Challenge**, please visit www.crowdrise.com/revlonchallenge.

About Revlon:

Revlon is a global cosmetics company regarded as an industry innovator and color expert. Revlon's LOVE IS ON® brand mission and CHOOSE LOVE™ campaign help empower and inspire women around the world to be proactive in choosing and celebrating love. Founded in 1932 with revolutionary opaque nail enamel, Revlon today offers consumers in 150 countries and territories a range of superior mass market color cosmetics for the face, eye and its heritage lip and nail. The Revlon portfolio includes Revlon ColorStay®, Revlon PhotoReady®, Super Lustrous® and Revlon Ultra HD®.

About Revlon Women's Health Mission:

Revlon is proudly committed to supporting women's health. Over the last 25 years, Revlon, and its chairman, Ronald O. Perelman, have donated over \$150 million to women's health causes. As a longstanding supporter of women's health, their combined contributions have benefited an array of causes to eradicate women's cancers, improve reproductive and pre-natal medicine, support victims of domestic violence, and combat women's heart disease.

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