

**Reese Witherspoon Announces New Avon Empowerment Necklace to Raise Funds to End Violence Against Women in Recognition of International Women's Day**  
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NEW YORK, March 5, 2012 /PRNewswire/ -- **Reese Witherspoon**, Avon Global Ambassador & Honorary Chairman of the Avon Foundation for Women, today launches the new [Empowerment "Circle of Support" Necklace](#) in recognition of International Women's Day on March 8<sup>th</sup>. The necklace is the latest Avon fund-raising product that raises life-saving funds for the [Avon Speak Out Against Domestic Violence](#) program, which has donated nearly \$40 million to end the epidemic of violence against women globally.

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/mnr/52893-avon-empowerment-necklace-reese-witherspoon-international-women-s-day>

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**Empowerment "Circle of Support Necklace"**

One hundred percent of the net profits from the necklace's sale will benefit Avon's Speak Out Against Domestic Violence initiative. The silvertone necklace features the infinity symbol, which in Avon's Speak Out campaign represents lives with unlimited potential when free from violence.

"It's a shocking reality that one in three women worldwide will experience violence in their lives. It's an unacceptable truth that we must all work to change," said Reese Witherspoon, Avon Global Ambassador & Avon Foundation for Women Honorary Chairman. "In recognition of International Women's Day, I'm proud to support the Avon Speak Out Against Domestic Violence program and I encourage everyone to purchase, wear or give the Avon Empowerment Necklace to help raise awareness as well as vital money for domestic abuse support services."

About the 2012 Circle of Support Necklace:

- Available for \$5.00 (U.S.)
- 100 percent of profits from this product (\$3.71) in the United States will be donated to the Avon Foundation for programs dedicated to ending violence against women
- Receive a [Domestic Violence Resource Guide](#) FREE with purchase (U.S.)
- Available through Avon Sales Representatives in 50 countries by visiting [www.avon.com](http://www.avon.com)

Reese previewed the Empowerment Necklace on February 28 at the [2nd World Conference of Women's Shelters](#) in Washington, D.C., which convened more than 1,400 advocates, activists and leaders from 96 countries to collaborate to change attitudes about domestic and sexual violence.

For more information about Avon's efforts to end violence against women around the world follow us on Twitter at [#AvonSpeakout](#) [#IWD](#) or at [www.facebook.com/avonfoundation](http://www.facebook.com/avonfoundation).

**About the Avon Foundation for Women and Avon Global Philanthropy**

Avon is a global corporate leader in philanthropy focused solely on causes that matter most to women. Through 2011, Avon global philanthropy, led by the U.S.-based [Avon Foundation for Women](#), donated more than \$860 million in more than 50 countries for causes most important to women. Today, Avon philanthropy focuses its funding on breast cancer research and access to care through the [Avon Breast Cancer Crusade](#), and efforts to reduce domestic and gender violence through its [Speak Out Against Domestic Violence](#) program.

**About Avon's Speak Out Against Domestic Violence Program**

Avon's Speak Out Against Domestic Violence program launched in 2004 to support domestic violence awareness, education and prevention programs, as well as direct services for victims and their families. Globally, Avon supports efforts to end violence against women in over 50 countries by raising funds through special product sales and raising awareness through events and with educational information disseminated by 6.4 million global Avon Representatives.

SOURCE The Avon Foundation for Women

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