

New Initiative Aims to “Imagine a Future” for One Million Black Girls over the Next Three Years
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Procter & Gamble’s My Black is Beautiful Partners with UNCF and Black Girls Rock! to Challenge the African American Community to Help Create a Beautiful Future for Black Girls

Today, **Procter & Gamble’s My Black is Beautiful** (MBIB) announced **Imagine a Future**, a new initiative designed to positively impact the lives of one million black girls over the next three years. In collaboration with **UNCF (United Negro College Fund)** and **Black Girls Rock! (BGR!)**, **Imagine a Future** will document the current state of black beauty with an in-depth look at the influences – people, fashion, music, education, pop culture – and provide tools and resources to foster a greater sense of self and confidence within the next generation of young black girls.

P&G’s My Black is Beautiful and partners Black Girls Rock! and UNCF kick off Essence Music Festival 2012 with a scholarship presentation to New Orleans’ First Lady, Cheryl Landrieu and Girl-Up New Orleans. (Photo: Business Wire)	“My Black is Beautiful represents a community of over 600,000 strong who come together based
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on shared experiences and the desire to celebrate everything that makes black women beautiful,” said Linda Clement Holmes, Procter & Gamble, Chief Diversity Officer and Senior Vice President of Global Business Service. “The launch of Imagine a Future reflects a natural evolution of our mission to focus on both black women and girls. We are thrilled to partner with UNCF and BGR! to bring this new initiative to life through the development of much needed solutions for our young black girls based on the must-have conversations about beauty, self-worth and empowerment.”

All three organizations will come together at the Essence Music Festival (EMF) – the preeminent African American community education and entertainment weekend event – to kick off Imagine a Future with the announcement of several exciting opportunities for young girls throughout the country, including in EMF’s backyard, the New Orleans area. During EMF, P&G’s MBIB will distribute six book awards totaling \$3,000 to black female students through the UNCF Empower Me Tour book award sweepstakes. Additionally, one New Orleans-based black female student will receive a \$5,000 academic scholarship.

“The Imagine a Future initiative is right in line with our mission to give African American students a fighting chance to succeed both academically and personally,” said Dr. Michael Lomax, President and CEO, UNCF. “We truly believe in creating strong minds, and we know the emotional health of our students is also a key success measure for them as they enter the post-college world. It is with great enthusiasm that we partner with Black Girls Rock!, as well as My Black is Beautiful to offer solutions for girls so they can become self-sustaining, happy leaders.”

Later in July, Black Girls Rock! will host their second annual Queens Camp for Leadership & Excellence in upstate New York. Fifty dynamic teenage girls between the ages of 13 and 17 from various socioeconomic and geographical backgrounds will experience this two-week summer intensive camp. Through workshops and activities the camp will foster self-confidence, leadership, sisterhood and community service.

“At Black Girls Rock!, we are committed to youth empowerment, mentorship and the positive portrayal of black girls and women in media,” said Beverly Bond, founder and executive director, Black Girls Rock! “We’re so excited to take the Black Girls Rock! movement to the next level by collaborating with both My Black is Beautiful and UNCF. Together, we will reach and broaden the lives of black girls through enriching educational opportunities as well as uplifting once-in-a-life time experiences that help give our girls a sense of pride, purpose and possibilities.”

The MBIB campaign launched six years ago to fuel a national conversation about African American beauty while encouraging women to become catalysts for change in their communities. The campaign has proved successful in building an engaging online and offline community of black women that celebrate everything that makes them truly beautiful. As a proud sponsor of the Essence Music Festival, Procter & Gamble leverages this engaging, high-traffic event to create unforgettable experiences with its supporting brands: CoverGirl® Queen Collection, Pantene® Relaxed & Natural, Clairol® Professional, Crest® and Oral-B®, Olay®, Gain®, Bounty® and Charmin®.

To learn more about Image a Future initiative and MBIB activities at Essence Music Festival, consumers are encouraged to visit: www.myblackisbeautiful.com or www.facebook.com/mbib. Consumers can also join the movement on Twitter @MBIBMovement.

About Procter and Gamble

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About UNCF (United Negro College Fund)

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. UNCF supports education through scholarships and other programs, by supporting its 38 member colleges and universities, and by advocating for the importance of minority education. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. UNCF institutions and other historically black colleges and universities are highly effective, awarding 21 percent of African American baccalaureate degrees. The UNCF logo features the torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste."® Learn more at www.UNCF.org.

About BLACK GIRLS ROCK!

Founded by celebrity DJ and Philanthropist, Beverly Bond, BLACK GIRLS ROCK!™ is dedicated to promoting positive images of women of color in mass media. BLACK GIRLS ROCK!™ Inc., is a 501(c)(3) nonprofit organization, that has been dedicated to the healthy development of young women and girls since 2006. BLACK GIRLS ROCK!™ Inc. seeks to build the self-esteem and self-worth of young women of color by changing their outlook on life, broadening their horizons and helping them to empower themselves. For additional information on BLACK GIRLS ROCK!™, visit www.blackgirlsrock.org.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50331159&lang=en>

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