

Mary Kay's "Suits for Shelters" Delivers a Fresh Start for Women in Need

DALLAS, Jul. 02 /CSRwire/ - As members of Mary Kay's independent sales force start to pack their bags to travel to Dallas for the iconic beauty company's annual Seminar, some make a little extra room in their suitcases to bring professional clothing for women in need. For the sixth year, Mary Kay's Suits for Shelters is collecting women's professional attire, shoes and accessories to benefit 12 Dallas area organizations supporting survivors of domestic violence.

From July 1 through Aug. 1, Tootsies, located in the Plaza at Preston Center, will host a community collection and in return provide benevolent shoppers with a \$25 Tootsies gift card. WFAA is also running a series of public service announcements to encourage additional donations from Dallas area women.

"Genesis Women's Shelter & Support is incredibly grateful to Mary Kay for their long-term support of our organization and their tireless efforts to bring an end to domestic violence," said Jan Langbein, Chief Executive Officer, Genesis Women's Shelter & Support. "Women leave everything behind when they flee an abusive home, often arriving at our Emergency Shelter with nothing but the clothes on their backs – this donation helps to provide women with the resources they need to rebuild their lives and create the bright futures they each deserve."

A key component of ending the cycle of abuse is helping a survivor along her recovery secure employment and financial independence. A partnership between Mary Kay Inc. and The Mary Kay FoundationSM, Suits for Shelters provides professional attire to boost a woman's confidence to aid in her job search. Since 2009, the program has collected more than 14,000 pieces of professional attire for women in need.

"Many of the women served by our community partners have suffered unspeakable abuse at the hand of someone they loved," said Crayton Webb, Vice President of Corporate Communications and Corporate Social Responsibility for Mary Kay Inc. "As a company dedicated to enriching women's lives, it is our hope that the donations from Mary Kay's Suits for Shelters will help these women as they take steps toward lives free from abuse."

Mary Kay has a long-standing commitment to prevent and end domestic violence. Over the past 15 years, Mary Kay Inc. and The Mary Kay FoundationSM have given \$50 million to domestic violence prevention and awareness programs to women's shelters across the country in an effort to end the cycle of abuse.

About The Mary Kay FoundationSM

The Mary Kay FoundationSM was created in 1996, and its mission is two-fold: to fund research of cancers affecting women and to help prevent domestic violence while raising awareness of the issue. The Mary Kay FoundationSM has awarded \$54 million to shelters and programs addressing domestic violence prevention and cancer researchers and related causes throughout the United States. To learn more about The Mary Kay FoundationSM, please visit www.marykayfoundation.org or call 1-877-MKCARES (652-2737).

About Mary Kay

Irresistible products. Positive community impact. Rewarding opportunity. For more than 50 years, Mary Kay has offered it all. With 3.5 million Mary Kay Independent Beauty Consultants and \$4 billion in global annual sales, Mary Kay is a top beauty brand and direct seller in more than 35 markets around the world. Discover what there is to love about Mary Kay by connecting with a Mary Kay Independent Beauty Consultant at marykay.com.

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