

**February 22, 2010 Press Conference Remarks –  
Mary Quinn, Avon Foundation for Women**

*[Check against delivery.]*

Ladies and Gentlemen:

I am honored to be here today to represent Avon Products and the Avon Foundation for Women. Thank you, Ines, for including us and for all UNIFEM's leadership and partnership.

Two years ago, at the 2008 Summit For a Better Tomorrow at the UN, Avon and the Avon Foundation for Women announced a new global initiative, the Avon Empowerment Fund, to create awareness and raise funds to end the devastating impact of domestic violence worldwide.

We awarded our first grant – in the amount of \$1 million – to the UNIFEM-managed UN Trust Fund to End Violence Against Women. The grant supported the Fund's work to protect women from violence in developing countries. This grant was, and continues to be, the largest one-year grant received by the Fund from the private sector and it has empowered the Fund to expand its grant-making capability and reach even more women.

I am pleased to announce today that the Avon Foundation Empowerment Fund has awarded a second gift to the Trust Fund in the amount of \$250,000. This additional gift will support development of a holistic model to prevent gender-based violence in local communities in Mexico. The model will target girls, boys and adolescents at an age when their gender identities are being developed, which also is an ideal time to address the root causes of gender-based violence.

Avon's initial grant and collaboration with UNIFEM led us to broaden our engagement on ways to end violence against women. We've created new complementary partnerships with UNIFEM regional offices in a dozen countries around the world where Avon does business,, including Brazil, South Africa, Canada and Japan.

We have also funded the Avon Global Center for Women and Justice at Cornell Law School, a center that works with judges, legal professionals and non-governmental organizations to improve access to justice for victims of gender violence. Next month in recognition of International Women's Day, the Avon Foundation for Women will join forces with Vital Voices and the US Department of State to launch The Global Partnership to End Violence Against Women. This partnership will create new strategies to end violence against women and human trafficking in 15 countries.

None of this work would have been possible without the support of Avon and our Avon Representatives, more than 5 million strong around the globe, who generously raise and donate funds to help end the cycle of violence and who share information about Avon's causes in countless communities in more than 50 countries.

We are indebted to UNIFEM for its leadership on this critical issue of violence against women and for their invaluable partnership with Avon to make the world safer for women and families. Thank you.

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