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Press Conference:

UNIFEM and AVON Announce Partnership on Ending Violence against Women / Major Contribution to UN Trust Fund / Guest Reese Witherspoon

WHAT:

UNIFEM will host a press conference to announce a private-public partnership with Avon Inc. on ending violence against women and women's economic empowerment. The partnership announcement will include a major contribution to the UN Trust Fund to End Violence against Women.

WHEN / WHERE: Tuesday, 4 March 2008, 10.30 -11.00 am, Room S-226, United Nations

WHO:

Joanne Sandler, Executive Director a.i., UNIFEM

Reese Witherspoon, Avon Global Ambassador

Andrea Jung, Chairman and Chief Executive Officer, Avon Products Inc.

MORE: The press conference precedes the *Global Summit for a Better Tomorrow*, held in the ECOSOC Chamber on 4 March 2008 from 1.00 – 2.30 pm to launch the partnership. Avon Global Ambassador Reese Witherspoon will unveil Avon's first global fundraising product, the Women's Empowerment Bracelet. Net proceeds will be donated to the newly established Avon Empowerment Fund. In 2008, the Avon Foundation will match the first \$500,000 in bracelet sales for a total donation of \$1 million to the UN Trust Fund to End Violence against Women.

PHOTO OPPORTUNITY: A pool will be organized limited to international wire service photographers. For enquiries please contact Paulina Kubiak, kubiakp@un.org, tel: 212-906-6936. The photo opportunity will also include Suze Orman, personal-finance expert, TV host and one of the speakers at the *Global Summit for a Better Tomorrow*.

Information for broadcasters: UN TV will cover the press conference and the *Global Summit for a Better Tomorrow* in ECOSOC. For a feed contact James Ludlum, tel: 212-963-7650

UNIFEM is the women's fund at the United Nations. It provides financial and technical assistance to innovative programmes and strategies to foster women's empowerment and gender equality. Placing the advancement of women's human rights at the centre of all of its efforts, UNIFEM focuses its activities on reducing feminized poverty; ending violence against women; reversing the spread of HIV/AIDS among women and girls; and achieving gender equality in democratic governance in times of peace as well as war. For more information visit: www.unifem.org