



**THE ENTERTAINMENT INDUSTRY FOUNDATION'S  
REVLON RUN/WALK FOR WOMEN CELEBRATES  
14 YEARS IN LOS ANGELES ON MAY 12**

***Revlon Spokesperson Sheryl Crow  
Along With Special Guests Mandy Moore and Michael Chiklis  
Will Host Annual Fundraising Event***

*Los Angeles, CA (March XX, 2007)* – Since the inception of the **Entertainment Industry Foundation's Revlon Run/Walk For Women** in Los Angeles fourteen years ago, cancer research, treatment and prevention has -- like for the thousands of Run/Walk participants -- come a long way.

The 2007 cancer statistics reported the American Cancer Society provides some hopeful news. For women, the incidence rates (the rate at which new cancers are diagnosed) have decreased for ovarian, uterine and cervical cancers and stabilized for breast cancer. Even more promising, death rates for cervical and breast cancer – the most frequently diagnosed cancer for women – have been steadily declining since 1990. As ACS reports, "These decreases are due to a combination of early detection and improved treatment."

Thanks to the unwavering support of some 90,000 men, women and children who participate in these bicoastal events annually, EIF's Revlon Run/Walk for Women grants have helped fund cutting-edge research – research that contributed to the development of the breakthrough gene treatment Herceptin®, as well as other targeted therapies, bringing new and innovative treatment approaches to women's cancers worldwide. To date, nearly \$45 million has been distributed that, in addition to funding life-saving research, grants made also support a number of caring organizations that provide education, advocacy and outreach services to those affected by women's cancers.

This year's Run/Walk, an **Entertainment Industry Foundation** event, will take place on **Mother's Day Weekend, Saturday, May 12** (the New York fundraiser takes place on Saturday, May 5), beginning and ending at the L.A. Memorial Coliseum. With participation expected from more than 50,000 men, women and children, the 2007 Run/Walk in L.A. will be hosted by **Revlon spokesperson Sheryl Crow** along with special guests **Mandy Moore** and **Michael Chiklis**.

The Revlon Run/Walk For Women was created through the combined efforts of **Lilly Tartikoff, Ronald O. Perelman** and the Entertainment Industry Foundation. They have grown each year to rank among the largest 5K events in the U.S. (the L.A. event is now the biggest fundraiser of its kind for women's cancers in the nation).

"During its fourteen years in L.A., the Run/Walk has seen millions of dollars raised, and put to good use. We're proud of facilitating progress in cancer research and education during this time, and look forward to making even greater strides in the years ahead," stated Ronald O. Perelman, chairman of Revlon, Inc., co-founder of the Run/Walk and co-founder of the Revlon/UCLA Women's Cancer Research Program.

"Every year we see an outpouring of support from our community, support that has made a huge difference in the fight against women's cancers. My heartfelt thanks goes out to everyone who has joined us in the past and to those who will cross the finish line with us this



year,” says Lilly Tartikoff, co-founder of the event and co-founder of the Revlon/UCLA Women’s Cancer Research Program.

“We applaud the entertainment community, all of the employees working at the studios, networks, guilds, union, agencies and other entertainment services, for playing such a lead role in the continued success of Run/Walk, and we are truly overwhelmed by the tremendous support of the hundreds of thousands of people who take part in this empowering event.” stated Lisa Paulsen, CEO of the Entertainment Industry Foundation and co-founder of the event.

This year’s 2007 beneficiaries of the L.A. Run/Walk include: the Revlon/UCLA Women’s Cancer Research Program; The Actors Fund – Phyllis Newman Women’s Health Initiative; AltaMed Health Services Corporation; Asian American Network for Cancer Awareness, Research & Training; Cancer Schmancer; Cedars-Sinai Gilda Radner Cancer Detection Program; Citrus Valley Medical Center’s Cancer Resource Center; John Wayne Cancer Institute; Los Angeles Breast Cancer Alliance; National Women’s Cancer Research Alliance; Providence Saint Joseph Foundation; Team Survivor Los Angeles; T.H.E. (To Help Everyone) Clinic, Inc.; UCLA Digital Mammography Program; USC/Norris Comprehensive Cancer Center and Hospital Women’s Cancer Program; The Wellness Community; weSPARK Cancer Support Center; and Women of Color Breast Cancer Survivors’ Support Project.

The Entertainment Industry Foundation, as a philanthropic leader of the entertainment industry, has distributed hundreds of millions of dollars and provided countless volunteer hours to raise awareness and funds for critical health, education and social issues. For more information please visit [www.eifoundation.org](http://www.eifoundation.org).

Revlon is a worldwide cosmetics, skin care, fragrance, and personal care products company. The Company’s vision is to deliver the promise of beauty through creating and developing the most consumer preferred brands. Websites featuring current product and promotional information can be reached at [www.revlon.com](http://www.revlon.com), [www.almay.com](http://www.almay.com), and [www.mitichumman.com](http://www.mitichumman.com). Corporate and investor relations information can be accessed at [www.revloninc.com](http://www.revloninc.com). The Company’s brands include Revlon®, Almay®, Ultima®, Charlie®, Flex® and Mitichum®.

Among those sponsors for EIF’s 2007 Revlon Run/Walk for Women are: title sponsor, Revlon; double platinum sponsors, Macy’s, CVS/Pharmacy and Toyota; platinum sponsors, Northrop Grumman, Dasani, McDonald’s and ABC7; media sponsors, KBIG 104.3, People, 790 KABC Talk Radio, and Daily News; and gold sponsors, Quaker Rice Snacks, Unified Western Grocers, United States Postal Service, VOLT, The Walking Company and TheZenith.

Registration is \$25 before May 2, \$30 after the deadline. All participants who register before 3:00 p.m. PT on April 28 will receive their registration packets in the mail. On event day, May 12, press check-in begins at 6:30 a.m.; participant check-in, pledge drop-off and health expo at 7:00 a.m., celebrity opening ceremonies at 8:00 a.m., the Run at 8:45 a.m., and the Walk at 9:00 a.m. For further information or to register, call (310) 322-3344 or visit [www.revlonrunwalk.com](http://www.revlonrunwalk.com).