

Martina Joins Mary Kay for “Kiss” Campaign

Martina McBride is joining forces with the Mary Kay company in a new program, “A Kiss for Country,” to raise funds for victims of domestic violence.

November 7, 2007 – To help Mary Kay kiss domestic violence goodbye, Martina and stars like Sara Evans, Miranda Lambert, Sugarland’s Jennifer Nettles and others applied their favorite Mary Kay lip products and planted their lip prints on specially designed “kiss cards.” The cards were unveiled at a press conference at the Country Music Hall of Fame and Museum in Nashville, Nov. 6. Fans now have the chance to bid on those cards through an online auction at <http://www.ubid.com/promo/charity/> from November 6 through December 31, 2007.

All of the proceeds will be donated to domestic violence shelters and programs. “One in three women in the United States will be affected by domestic violence, and that is an amazing statistic to me,” Martina said. “Through the kisses of my fellow artists and the generous contributions of the Mary Kay Ash Charitable Foundation, we are hoping to put an end to domestic violence.”