



MARY KAY

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Mary Kay Paints Sacramento Pink to Advocate for State Funding for Domestic Violence Shelters

Mary Kay Joins Forces with the California Partnership to End Domestic Violence for Annual Legislative Action Day

DALLAS--(BUSINESS WIRE <http://www.businesswire.com/portal/site/home/>) – Domestic violence shelters across the state of California felt the impact of the state’s budget crisis when state funding for these organizations was eliminated last year. Mary Kay Inc. (<http://www.marykay.com/>), members of the Mary Kay independent sales force and the California Partnership to End Domestic Violence (CPEDV) will educate policy makers about the need for services in their communities as part of the annual CPEDV Legislative Action Day on March 23, 2010 in Sacramento. CPEDV and Mary Kay will ask policy makers to commit to safety for survivors of domestic violence and their families, and to demonstrate leadership on this critical issue by supporting ongoing funding for domestic violence shelters.

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Mary Kay revealed alarming trends in an evaluation of domestic violence shelters across the country during its “*Mary Kay’s Truth About Abuse*” (http://www.marykay.com/content/company/pr_pressreleases_truthaboutabuse.aspx) survey. According to the results, three out of four domestic violence shelters report an increase in women seeking assistance from abuse since a downturn in the economy.

“When state funding was eliminated last year, six domestic violence shelters were forced to close in the first six weeks,” said CPEDV Executive Director Tara Shabazz. “We know that shelter services save lives. Now is the time for our lawmakers to stand together with us for the safety of California families.”

Mary Kay Vice President of Government Relations Anne Crews said, “Educating legislators is an important part of Mary Kay’s commitment to ending domestic violence. Especially in light of the economic downturn, it’s imperative that domestic violence shelters are supported so that survivors can flee from abusive situations and get on the road to recovery. Bringing to light these

important issues together with CPEDV and the Mary Kay independent sales force members can make a difference.”

Mary Kay has an ongoing commitment to lobbying for good. Beginning in the 1980s, Mary Kay Inc. lobbied state and national lawmakers advocating insurance coverage for mammograms and over the last 15 years lobbied for the federal Violence Against Women Act, its reauthorization and subsequent appropriations.

About Mary Kay

Mary Kay is one of the largest direct sellers of skin care and color cosmetics. In 2008 Mary Kay Inc. and its international subsidiaries achieved \$2.6 billion in wholesale sales worldwide. Mary Kay® products (<http://www.marykay.com/whatsnew/newproducts/default.aspx>) are sold in more than 35 markets worldwide, and the global Mary Kay independent sales force (<http://www.marykay.com/sellmarykay/default.aspx>) exceeds 2 million. To learn more about Mary Kay, log on to www.marykay.com or call 1-800-MARY KAY (1-800-627-9529).

Contacts

Mary Kay
Kirsten Gappelberg, 972-687-5343
kirsten.gappelberg@mkcorp.com