

News Release

For Immediate Release

March 3, 2022

COVERGIRL Partners with WriteGirl

NEW YORK, New York- COVERGIRL holds the belief of “I am who I make up” signifying the beauty and power all women and makeup users have within them. In Spring of 2022, COVERGIRL will be partnering with WriteGirl, a not-for-profit organization that promotes creativity and self-expression to empower girls. COVERGIRL is making its mission to ensure every girl has a voice and a creative outlet to express how they feel. Together COVERGIRL and WriteGirl will be hosting a gallery exhibition where the mentees of WriteGirl will have their work showcased in New York City on March 31st, 2022.

The showcase will provide invitees with a chance to purchase the pieces written by those in WriteGirl. All of the proceeds will be donated to the foundation and COVERGIRL will be funding the event. WriteGirl serves over 500 young girls annually, as the organization partners them with female writers to mentor them in expressing themselves creatively. In conjunction with the mission of COVERGIRL, the members of WriteGirl will write a creative story conveying what “I am who I make up” means to them. These stories will also be displayed as well as their other works.

Keren Taylor is the Chief Executive Officer for WriteGirl and could not be more thrilled for the partnership. Taylor says “This gallery exhibition will be an amazing opportunity for the young girls in our program to see just how amazing they are. When their little faces light up because they understand they can achieve anything, it is a beautiful moment.”

Sue Nabi, CEO of COVERGIRL says “Partnering with WriteGirl is a dream come true for our company. We cannot wait to show NYC what these Girls can do.”

COVERGIRL, a cosmetics category leader, celebrates authenticity, diversity and self-expression through makeup. Born in 1961, COVERGIRL offers accessible, affordable, and inclusive makeup for everyone. Through the years, COVERGIRL has partnered with a number of inspirational, barrier-breaking, and diverse women as the faces of the brand. In 2018, COVERGIRL became the largest makeup brand to be Leaping Bunny Certified by Cruelty-Free International, which means all of our products are certified cruelty free, no matter where we are sold.

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WriteGirl reaches Washington DC for their outstanding work in using engagement in the arts and humanities to increase academic achievement, literacy abilities, communication skills and cultural awareness.

