



Immediate Release: May 24, 2010
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**JESSICA SIMPSON
TO RECEIVE THE
2010 DOVE® REAL BEAUTY AWARD
FROM ALLIANCE FOR WOMEN IN MEDIA**

*Honor Bestowed on May 25 in Los Angeles at the
35th Annual Gracie Awards*

May 24, 2010 (McLean, VA) – Alliance for Women in Media and Dove®, the global beauty brand, announce that **Jessica Simpson** is the recipient of the **2010 Dove Real Beauty Award**. The award will be presented at the 35th Annual Gracie Awards Gala on Tuesday, May 25, 2010 at The Beverly Hilton in Los Angeles.

Alliance for Women in Media and Dove created the *Dove Real Beauty Award* to honor an individual who best embodies and expresses the “substance and spirit” of real beauty through her life and career. As an entertainer and business woman growing up in the spotlight, Jessica Simpson represents real women’s challenges with beauty and demonstrates how to face them with grace and courage. Jessica is now using her own experiences to inspire and encourage women everywhere to believe in themselves.

Alliance for Women in Media has partnered with Dove since 2004. Now celebrating its sixth year as title sponsor of the Gracie Awards, Dove is committed to building positive self-esteem in the next generation and inspiring all women and girls to reach their full potential by caring for themselves and each other. Dove invites all women to join them in creating a world where beauty is a source of confidence, not anxiety.

“Jessica has grown into an inspiring role model for the next generation,” said Kathy O’Brien, vice president, US personal care, Unilever. “We have witnessed her journey from an emerging teen to a savvy, global businesswoman. Even through significant public scrutiny, Jessica has remained true to herself, and her work represents what Dove is doing to inspire women and girls everywhere to reach their full potential.”

“I am so honored that Dove has chosen me to receive their Real Beauty Award. The mission that Dove has been dedicated to is truly inspiring. It is so important for people, young and old, to have confidence and love themselves. I hope I can help inspire people to feel good about themselves,” said Dove Real Beauty Award recipient, Jessica Simpson.

Jessica Simpson is an award-winning singer, songwriter, actress and businesswoman. Most recently, she appeared un-retouched and without makeup on the cover of a national magazine, reminding women and girls everywhere about the value of real beauty. She was also seen traveling the world for her television show, “The Price of Beauty,” speaking to women about their relationships with beauty. Through her initiative “A Beautiful Me” in partnership with Operation Smile, Jessica encourages youth to take action to believe in themselves and change the world.

“We are so proud to partner with Dove in encouraging women and girls to reach their full potential,” said Cary Broussard, president of the Alliance for Women in Media. “We look forward to honoring Jessica Simpson at the Gracie Awards.”

For more information about the 2010 Gracies, please visit www.thegracies.org. For more information about Dove, please visit www.dove.com.

CREDENTIALLED PRESS: For press information in regard to covering the red carpet and the event, please contact ESP Public Relations at 310-827-9727.

MORE

About the Alliance for Women in Media: The year 2010 marks the 59th Anniversary of the Alliance for Women in Media (formerly known as American Women in Radio & Television), the longest established professional association dedicated to advancing women in media and entertainment. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, the organization works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

About Alliance for Women in Media Foundation: Alliance for Women in Media Foundation (formerly known as American Women in Radio & Television) is the philanthropic arm of the organization, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Alliance for Women in Media Foundation has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation. The Foundation supports several public service campaigns including most recently *Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the *Empowering America* program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Awards[®], a live gala that awards exemplary programming created for, by, and about women.

About Dove

Dove is committed to building positive self esteem in the next generation and inspiring all women and girls to reach their full potential. Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product, which includes beauty bars, body washes, face care, anti-perspirant/deodorants, body mists, hair care and styling aids. Dove is available nationwide in food, drug and mass outlet stores.