



Wow-2018

L'ORÉAL PARIS WOMEN OF WORTH RECOGNIZES SAN DIEGO'S BETTY MOHLENBROCK, FOUNDER OF READING LEGACIES

Support Betty and Reading Legacies: Vote

November 1st – 30th on WomenofWorth.com, Facebook and Twitter

San Diego, Calif., November 1, 2018 – San Diego resident Betty Mohlenbrock has been selected as one of the 2018 Women of Worth Honorees by L'Oréal Paris for her outstanding work with Reading Legacies. This is a non-profit organization committed to empowering children and youth in underserved, low-income areas and/or those who have incarcerated parents or family members through intergenerational shared-reading experiences. Betty is one of 10 women in the country to receive the prestigious Women of Worth award this year, for her charitable efforts and perseverance in making a difference in the community.

To support Betty and her important cause, vote for her to become the National Honoree and recipient of an additional \$25,000. You can cast your vote once per day through November 30th:

- Visit WomenofWorth.com and register with an e-mail address to vote once per day
- "Like" a post about an Honoree on the [L'Oréal Paris Facebook](https://www.facebook.com/lorealparis) page
- Re-tweet a mention about one of the Women of Worth made by [L'Oréal Paris on Twitter](https://twitter.com/lorealparis)

BETTY MOHLENBROCK

As a former classroom teacher, Betty Mohlenbrock has always been committed to improving children's lives. When she retired after growing a nonprofit serving children of military families to an international level, Betty knew her commitment had to continue. In 2010, she came out of retirement to establish Reading Legacies, a nonprofit dedicated to fostering supportive relationships for at-risk teens and children who have incarcerated parents through the simple act of reading aloud together.

By helping to maintain the bonds between children and their incarcerated parents, Reading Legacies works to address the devastating impact of incarceration on children, families and communities. In 2017, Reading Legacies facilitated 8,000 read-aloud experiences among children, teens and other family members participating in its programs. As a result of these read-aloud experiences, the families of children who have participated say that 73 percent of children are enjoying reading more and that nearly 70 percent of them are communicating more with their parents. Every teen who has volunteered with Reading Legacies says that the program strengthened their leadership skills, and 87 percent report an increase in self-confidence. Of the incarcerated parents who have participated, 94 percent have seen a boost in morale and feel more connected to their children at home. For Betty, "When we help others give of themselves, even though they may not realize it, they are learning and growing in significant ways. For me, being a Woman of Worth means being in a position to give people hope, especially if they haven't had a reason to be hopeful for a long time."



2018 HONOREES

Recognized for their vision and ambition, Betty's fellow honorees support a variety of admirable causes, from supporting survivors of cyber sexual assault to raising awareness about sudden cardiac arrest, and everything in between:

- **Shreya Mantha** – Charlotte, N.C.; Founder, [Foundation For Girls](#), a youth-led social venture that endeavors to change the life trajectory for at-risk girls and youth through programs in financial wellness, leadership, digital literacy and health and well-being.
- **Alisha Zhao** – Portland, Ore.; Founder, [Kids First Project](#), a non-profit that brings programs and services to youth who are homeless and living in shelters.
- **Hannah Dehradunwala** – New York, N.Y.: Founder of New York-based [Transfertation](#), which provides a platform for companies and corporate hospitality groups to donate extra food through on-demand pickups. The excess food is then delivered to community-based organizations that feed hungry and food insecure New Yorkers.
- **Genevieve Chase** – Sun Valley, Idaho.; Founder, [American Women Veterans](#), is focused on raising awareness of women's contributions to the military and giving female veterans a place to connect and advocate on behalf of military women and veterans.
- **Dr. Holly Jacobs** – Coral Gables, Fla.; Founder, [Cyber Civil Rights Initiative](#), a non-profit that serves thousands of victims of cyber sexual assault around the world and advocates for technological, social and legal innovation to fight the offense.
- **Jennifer Maddox** – Chicago, Ill.; Police Officer and Founder, [Future Ties](#), a non-profit organization that helps young people and families on the South Side of Chicago become the best version of themselves by providing life skills training, mentoring, academic support, field trips, conflict resolution, resume building, community volunteerism and workshops.
- **Laura Reiss** – Boca Raton, Fla.; Founder, The [Samaritan365 Foundation](#) and Kindness Matters Movement. The Kindness Matters movement educates and inspires children about the importance of being grateful for who they are, showing kindness to themselves and others, and the many different ways that they can give back so they can make a positive impact within their own communities and the world.
- **Christy Silva**, – Thorndale, Pa.; Founder, [Aidan's Heart Foundation](#), a non-profit that is committed to providing awareness, education and support to create heart-safe communities for youth regarding the prevention and response to Sudden Cardiac Arrest.
- **Betty Mohlenbrock** – San Diego, Calif.; Founder, [Reading Legacies](#), an organization committed to empowering children and youth in underserved, low-income areas and/or those who have incarcerated parents or family members through intergenerational shared-reading experiences.
- **Carolyn Keller** – Miami, Fla.; Founder, [EBeauty Community](#), a non-profit that supports women undergoing treatment for cancer through a wig exchange program.

To learn more about this year's Honorees, read their stories and vote for the 2018 Women of Worth National Honoree, visit [WomenofWorth.com](#), and L'Oréal Twitter ([www.twitter.com/lorealparisusa](#)). Join and follow the conversation using the hashtag #WomenofWorth.



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About L'Oréal Paris

The L'Oréal Paris division of L'Oréal USA, Inc. is a total beauty care brand dedicated to empowering women by offering the most luxurious and innovative products and services available in the mass market. The brand's signature tagline, "Because I'm Worth It," was born in the United States in 1971 to celebrate the beauty and intrinsic self-worth of women, and for more than 100 years, L'Oréal Paris has been providing women around the world with products in four major beauty categories: hair color, haircare, skincare and cosmetics. With L'Oréal's invention of hair color in 1909, the brand continues to serve as the leading innovator of hair products across color, care, and styling with brands such as Superior Preference, Féria, Excellence Crème, Advanced Haircare, the Ever Collection, Advanced Hairstyle, and Elnett Satin Hairspray. L'Oréal Paris provides scientifically-advanced skincare products that are clinically proven to address individual skin concerns through its renowned brands Revitalift, Hydra Genius, Age Perfect, and Sublime Bronze. L'Oréal Paris' iconic cosmetics collections include Infallible, True Match, Colour Riche, Voluminous, and Visible Lift. For more information about L'Oréal Paris and to receive personalized advice, expert tips, and exclusive content, please visit www.lorealparisusa.com or follow on Instagram (@LOrealMakeup, @LOrealHair, @LOrealSkin, @LOrealMens), Snapchat (@LOrealMakeup), Twitter (@LOrealParisUSA), Facebook (@LOrealParisUSA), and Pinterest (@LOrealParisUSA).

PRESS CONTACT

L'Oréal Paris
Mora Neilson
212.805.6995
mora.neilson@loreal.com

Golin for L'Oréal Paris
Abby Maxwell
212.373.6026
amaxwell@golin.com