



American Women in Radio & Television Student Member Receives Educational Scholarship from the Dove® Campaign for Real Beauty

July 7, 2009 (McLean, VA) – Dove, the global beauty brand awarded American Women in Radio & Television (AWRT) member and New York University student **Elly Park** with a \$3,500 educational scholarship to help her pursue a career in journalism. The scholarship was presented on June 4, 2009, during the 34th Annual Gracies Awards Luncheon, in celebration of the five year partnership between Dove and AWRT. Dove has partnered with AWRT since 2004 as the title sponsor of the Gracie Awards Gala, honoring achievements and excellence among women in the radio and television industry.

Elly Park was born in 1982 in Seoul, South Korea and lived there until the age of six, when her family relocated to Amsterdam. Elly earned her Bachelor of Arts degree in Media Studies from the University of Amsterdam. Currently, Elly is pursuing her Masters degree in journalism at New York University, where she created her 2009 Gracie-award winning short documentary “Sea Women.” The film, which explores the lives of female divers on the South Korean island of Udo, profiles a remarkable group of women who play an instrumental, and somewhat unique, role in their society.

“Elly Park exemplifies the spirit of the Dove brand by committing her time and skill as a filmmaker to explore the many social issues that impact women today,” said Kathy O’Brien, marketing director for Dove. “She is a positive role model for young girls everywhere.”

The Campaign for Real Beauty is a global effort created to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty. The campaign supports the Dove mission to make more women feel beautiful every day by widening stereotypical views of beauty and inspiring women to take great care of themselves. The Dove Self-Esteem Fund, an element of the Campaign for Real Beauty, is committed to help girls build positive self-esteem and a healthy body image, with a goal of reaching 5 million girls globally by 2010.

For more information about the 2009 Gracies, please visit www.thegracies.org. For more information about the Dove Campaign for Real Beauty, please visit www.campaignforrealbeauty.com.

About AWRT

The year 2009 marks the 58th Anniversary of American Women in Radio & Television (AWRT), the longest established professional association dedicated to advancing women in media and entertainment. AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, AWRT 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 the Foundation of AWRT

The Foundation of AWRT is the philanthropic arm of American Women in Radio and Television, supporting educational programs, charitable activities, public-service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Foundation of AWRT 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 philosophy aligned with the mission of the Foundation of AWRT. The Foundation supports several public-service campaigns, including most recently *AWRT Empowering America*, which pays tribute to many of America’s most pioneering and inspiring women. Through this initiative, the Foundation of AWRT 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 the Campaign for Real Beauty

The Dove *Campaign for Real Beauty* is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening the definition and discussion of beauty. The campaign was created in 2004 after the brand commissioned a global study that found that only two percent of women around the world describe themselves as beautiful. Employing various communication vehicles — advertising, a Web site, billboards, events and a Self-Esteem Fund — the campaign invites women to join in the discussion about beauty and share their views of it with women around the world. Women’s response to the campaign has been overwhelmingly positive; nearly 4.5 million visitors have joined the conversation at campaignforrealbeauty.com.

About Dove

The Dove mission is to make women feel more beautiful every day by challenging today’s stereotypical view of beauty and inspiring women to take great care of themselves. Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product¹, 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.

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¹ AC Nielsen (2004)