

## M-A-C VIVA GLAM, M-A-C COSMETICS' ICONIC 100% GIVING CAMPAIGN, DONATES \$10 MILLION TO 250 ORGANISATIONS ON THE FRONT LINES SERVING COMMUNITIES AFFECTED BY THE COVID-19 PANDEMIC

UK - April 2, 2020 – Today, M-A-C Cosmetics announces that its long-standing VIVA GLAM campaign – which supports organisations and programmes providing essential needs and services – will dedicate \$10 million USD towards 250 organisations all over the world that are on the front lines helping people at higher risk during the COVID-19 pandemic.

In 1994, M-A-C VIVA GLAM was created at the height of the AIDS epidemic as a community response mechanism to make a meaningful difference in the lives of people living with and affected by HIV/AIDS whereby 100% of the RRP, less VAT, of a VIVA GLAM Lipstick in the UK and Ireland was directed towards organisations who supported this mission. In the UK 11 grants have been given to organisations including *Positive East*, *National AIDS Trust* and *National HIV Nurses Association (NHVNA)*.

Twenty-six years and \$500 million USD later, M-A-C VIVA GLAM remains committed to supporting vulnerable communities in the face of a new global epidemic. The additional support will provide M-A-C's existing partners with emergency COVID-19 relief funds to **continue providing vital services, including delivering food supplies, ensuring clients remain informed and on medication, and testing and treating diagnosed cases, particularly those who are immunocompromised.**

*"National AIDS Trust (NAT) is working hard, during this uncertain and confusing time, to clarify information around COVID-19 and HIV for people living with HIV and to fight for their rights. says Deborah Gold, Chief Executive of National AIDS Trust. "We're urgently challenging discrimination relating to COVID-19, for example some people living with HIV are being denied requests to self-isolate by their employers. We are working with our counterparts to compile the difficulties people living with HIV are experiencing, including increased food insecurity, increased social isolation, and practical difficulties in accessing medication, HIV testing and PrEP. We're also developing policy solutions to these and other issues and working to ensure action is taken to help combat these significant problems."*

Global specific grantee programme examples include:

- **Positive East (London, UK)** is currently moving all their services online, so all of those that they support can continue to access their services, including counselling, welfare benefit advice, peer support and psychology services. They were already deeply concerned about the experience of poverty facing people living with HIV. The COVID-19 crisis is simply exacerbating this already difficult situation for people already in poverty and concerned about how they will manage if they fall ill or lose their job. Their advice service is helping people to navigate this situation, in the context of this new pandemic, is therefore more important than ever before to enable them to support their clients. [www.postitiveeast.org.uk](http://www.postitiveeast.org.uk)
- **Project Angel Food (Los Angeles, USA)** continues to operate as an essential service to the critically ill in Los Angeles County, delivering three weeks of emergency meals to clients while hiring out-of-work restaurant chefs and workers who have been disrupted by the crisis to help cook and deliver the meals. [www.angelfood.org](http://www.angelfood.org)

- **Partners in Health (PIH) (Boston, USA)** is working closely with the respective ministries of health to ensure preparedness in all the communities they serve. As part of a comprehensive plan, they are installing infection control measures and global supply chains that are working hard to augment severe shortages of masks, gloves, handwashing facilities and other basic infection control measures where the pandemic is pervasive—and predicted to get worse. [www.pih.org](http://www.pih.org)

Additionally, VIVA GLAM will continue to raise money to support at-risk communities among women and girls, LGBTQ+ and those living with and affected by HIV/AIDS.

*“VIVA GLAM has never been about one cause, but about support to vulnerable communities. It was created many years ago simply as a hardship fund for people who needed safety nets,” said John Demsey, Chairman of the M-A-C VIVA GLAM FUND & Executive Group President, The Estée Lauder Companies Inc. “To leverage this 100% giving model to help people affected by COVID-19 is a continuation of the principles VIVA GLAM was founded on.”*

In the UK and Ireland, the full recommended retail price (RRP) (less VAT) from the sale of VIVA GLAM lipsticks is donated to organisations that support the health and rights of people of All Ages, All Races and All Genders. We will make grants to non-profit organisations we believe can make a meaningful impact on health, rights and equality.

To get involved, consumers can purchase any current shade of the VIVA GLAM Lipstick or send an Instagram message of support using #MACVIVAGLAM.

Visit <https://www.maccosmetics.co.uk/viva-glam> to learn more about VIVA GLAM.

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#### **About M-A-C Cosmetics**

M-A-C (Make-up Art Cosmetics), a leading brand of professional cosmetics is part of The Estée Lauder Companies Inc. Since its creation in Toronto, Canada over 30 years ago, the brand’s popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M-A-C is now sold in over 100 countries/territories worldwide. Become a M-A-C fan on [facebook.com/MACCosmeticsUKIE](https://www.facebook.com/MACCosmeticsUKIE) and follow M-A-C on [instagram.com/maccosmeticsuk](https://www.instagram.com/maccosmeticsuk). For a M-A-C location visit [maccosmetics.co.uk](http://maccosmetics.co.uk).

#### **About VIVA GLAM**

M-A-C Cosmetics’ charitable campaign, VIVA GLAM, has raised over \$500 million USD since its inception in 1994, exclusively through the sale of M-A-C VIVA GLAM lip products. Combining glamour with a rigorous funding approach, M-A-C Cosmetics has worked with provocative powerhouse talent, including Winnie Harlow, Sia, Miley Cyrus, Elton John, Mary J. Blige and Ricky Martin to drive sales of VIVA GLAM lip products, with 100% of sales supporting healthy futures and equal rights for women, girls, and the LGBTQ+ communities while maintaining its decades-long support for those living with HIV/AIDS. To date, the sale of VIVA GLAM products has funded more than 1,800 organisations around the globe.

FOR FURTHER INFORMATION PLEASE CONTACT:

Lorraine Clough [lclough@mac-cosmetics.co.uk](mailto:lclough@mac-cosmetics.co.uk) +44 (0)370 034 6573

Clemi Parker [cparker@mac-cosmetics.co.uk](mailto:cparker@mac-cosmetics.co.uk) +44 (0)370 034 6518

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