

Glossier Teams Up with the National Organization for Women in an Event to Empower Girls and Women



News Facts

- Glossier will sponsor an event with the National Organization for Women, or NOW-NYC, at the Glossier flagship store in New York City.
- Along with sponsoring the event, Glossier will donate \$5,000 to NOW-NYC.
- The event, which will be open to all Glossier customers and anyone interested in women empowerment, will talk about NOW-NYC's core beliefs and values and hopefully encourage more women to get involved in politics and other important issues.

- The event will take place on Saturday, Oct. 24 from 12 p.m. to 4 p.m.
- Many leaders from NOW-NYC will speak at the event, including Sonia Ossorio, the executive director of NOW-NYC; Abby Dobson, the board president; Kai Durant, the graduate social work fellow; and Sophie Psilakis, the women's rights associate.
- Speakers will discuss the importance of women getting involved in politics in order to fight for reproductive rights, workplace rights and more.
- Because customers are able to purchase products during this event, Glossier announced that it will also donate 50% of these profits to NOW-NYC.
- Many hand-outs and resources will be available to attendees of this event, including ways to get politically involved and instructions on how to register to vote.



Quotations

“This event is extremely important to Glossier as we are a very women dominated company. Our mission and values align with the National Organization for Women, and it is an honor to be able to host this event with them. We are thrilled that we are able to donate \$20,000 to benefit this amazing non-profit organization that will amplify women’s voices not only in New York City, but around the country,” said Emily Weiss, founder and CEO of Glossier.



Photo from [vanityfair.com](https://www.vanityfair.com)

“We are so honored and excited to be doing this event with Glossier. We are incredibly thankful for their donation and for their passion to promote our mission and values. We hope that this event with Glossier will encourage even more women to fight for their rights and to take action against gender inequality and violence,” said Sonia Ossorio, executive director of NOW-NYC.



Photo from <https://nownyc.org/>

About

The National Organization for Women, or NOW-NYC, is a nonprofit organization for women based in New York, New York. Founded in 1966, NOW-NYC strives to amplify girls' and women's voices in politics. Its mission is to "ignite change for the women and girls of New York. We advance laws, promote women in politics, fight for reproductive justice, challenge discrimination and violence against women, and act NOW." NOW-NYC helps women to get more involved with politics, fight for both reproductive and workplace rights, and fight against gender discrimination and violence. Victories of NOW-NYC include the expansion of statute of limitations on rape in New York, the passing of a law that ends child marriage, and more. The main issues that it focuses on are political action, changing laws, ending violence, reproductive rights and workplace rights.

National Organization for Women - New York City (NOW-NYC)

Glossier is a skincare and makeup brand that was created for real women. Glossier began as a beauty blog called "Into the Gloss," and was eventually turned into a company. It was founded in 2014 by CEO Emily Weiss and is currently located in New York, New York. Glossier

has a strong emphasis on the customer, and strives to create products that real women want and need. Its mission is to give voice through beauty and democratize the beauty industry.

<https://www.glossier.com/>

Additional Links:

<https://life.glossier.com/>

<https://nownyc.org/about/leadership-2/>

<https://actionnetwork.org/fundraising/donate-to-now-nyc>

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