

## Queen Latifah to Host Confidence Awards

Written by Robert ID1944

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Each day, inspiring women across the country help other women gain confidence and self-esteem through community education, fund-raising, self-empowerment and volunteer programs.

Hip-hop rap artist, actress and model, Queen Latifah is reminding women that they have less than two weeks left to nominate these often unsung heroes for the CURVATION PROJECT CONFIDENCE AWARDS, a nationwide search to recognize women who personify and project the power of confidence. Entries for the awards must be postmarked by October 8, 2005.

"I encourage you to nominate a woman who has inspired you to feel more confident by being instrumental in creating or participating in programs that help women embrace the power of confidence," said Queen Latifah, CURVATION(R) spokesperson, inspiration and creative advisor. "These awards provide a wonderful opportunity to honor someone for their efforts and contribute to their individual program or cause. I'm looking forward to reading the entries about the amazing work women are doing across the country."

Five finalists will be chosen by Queen Latifah and a panel of experts. The finalists will receive a \$2,000 grant towards the program or cause with which they are affiliated, so that they can continue their work in building women's confidence. The panel will choose one grand prize winner, who will be awarded an additional \$10,000 grant to support her project or program. In addition, Wal\*Mart has offered to donate an additional \$5,000, adding another \$1,000 to each finalist's prize. All finalists will be honored at a CURVATION PROJECT CONFIDENCE AWARDS ceremony, hosted by Queen Latifah, in early 2006.

"I credit much of who I am today to the confidence I was given as a child. Strong, independent women like my mother and grandmother showed me the power of believing in myself. Now I want to pass this message on. By helping women build their confidence, we help them live more fulfilling lives," added Queen Latifah.

To nominate a strong, confident woman, visit <http://www.curvation.com> or mail in a completed entry form, available by calling 1-800-505-2378.

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The CURVATION PROJECT CONFIDENCE AWARDS is part of the multi-year, multi-part CURVATION PROJECT CONFIDENCE initiative, which in turn is part of the extended partnership agreement between the Curvation brand and Queen Latifah announced by VF Intimates in June. CURVATION NATION, another component of CURVATION PROJECT CONFIDENCE, is an online community where women who have embraced the power of confidence can inspire and share their ideas with an ever-widening community. Women who visit the CURVATION NATION website - <http://www.curvation.com> -- can opt-in to receive CURVATION(R) product and event updates.