

## CEW 'Beauty of Giving Luncheon' raises \$583,000!

By Michelle Yomens



*David Goodman of Auction Results helping raise thousands!*

**The Cosmetic Executive Women (CEW) foundation held its annual Beauty of Giving luncheon and live auction last week.**

***"We raised \$583,000, which will go to Cancer and Careers, a CEW Foundation program to empower and educate working people with cancer", a company spokesperson told Beauty.com***

Celebrating philanthropy in the beauty industry, the Luncheon, now in its tenth year, is one of the longest running and most inspirational CEW events. Each December the cosmetic industry's top decision-makers, as well as executives in advertising, publishing, design and the media come together to raise money for this cause.

This year the event, held at the Waldorf-Astoria, New York also included a special tribute to Evelyn Lauder who recently died of ovarian cancer.

*"It was a very heartfelt event. said the company spokesperson.*

Honorees that attended included longtime supporters in their Founders' Circle such as Avon Products, The Estée Lauder Companies, L'Oréal USA and P&G Beauty & Giving.

*"The CEW Foundation is extremely fortunate to have such illustrious companies supporting our work" says Kate Sweeney executive director of CEW.*

*"Their longstanding dedication to Cancer and Careers throughout the years has made it evident that these beauty and pharmaceutical industry leaders are deeply committed to this cause. We are exceedingly grateful for what they've helped us accomplish in ten years", she added.*

**A high point of the Luncheon is the Live Auction with Professional Charity Benefit Auctioneer David Goodman of Auction Results**, where luxurious trips are auctioned off, with the proceeds benefiting the Cancer and Careers program.

This year's live auction prizes included a Ski & Spa package in the French Alps, a luxurious St. Lucia Escape and a personal fashion shoot with Gilles Bensimon, Sonia Kashuk, Frédéric Fekkai with a wardrobe by Oscar de la Renta.