



PROCTER & GAMBLE'S MY BLACK IS BEAUTIFUL MULTICITY TOUR ARRIVES IN ATLANTA  
TO INSPIRE AFRICAN-AMERICAN WOMEN TO CELEBRATE THEIR UNIQUE BEAUTY

Celebrity Actress Tasha Smith and Panel of African-American Experts in Beauty,  
Health and Entertainment Kick Off Second Annual Multicity Tour

Cincinnati, OH (April 30, 2009) — Saturday, May 2, the Procter & Gamble (P&G) 2009 My Black is Beautiful (MBIB) multicity tour arrives in Atlanta. The tour is a free, interactive event designed to spark conversations about black beauty among African-American women and a nationally renowned team of celebrities and experts. Similar to the official symbol of Atlanta, the Phoenix, the MBIB movement is designed to shed old negative stereotypes of African-American women to augment the beauty and strength of the positive contributions they make in their community.

The 2009 multicity tour, which launched in Charlotte, NC, features panel discussions led by actress Tasha Smith, from Tyler Perry's "Why Did I Get Married?" and "Daddy's Little Girls," and includes a variety of beauty and health activities for attendees to enjoy. The Atlanta My Black is Beautiful tour stop premieres at the Cobb Galleria Centre, in the Main Hall, at 2 Galleria Parkway on Saturday, May 2, 2009, from 11 a.m. to 7 p.m.

Tour attendees are invited to participate in a combination of activities to celebrate the My Black is Beautiful campaign, a nationwide movement aiming to ignite and support a national conversation by, for and about black women and the way they are reflected in popular culture. The initiative includes:

- My Black is Beautiful 2009 multicity tour, free and open to the public
- A show airing on BET Networks highlighting African-American women and beauty
- A national "State of Black Beauty" 2009 consumer survey, which includes recent results pointing to Michelle Obama's role as First Lady and her effect on African-American beauty perceptions
- A Web site — [www.myblackisbeautiful.com](http://www.myblackisbeautiful.com) — with a downloadable "Discussion Guide" offered to assist African-American women in starting their own conversations about black beauty within their circle of family and friends

By official proclamation, the Atlanta City Council has also declared today My Black is Beautiful Day. Atlanta Councilmember Jim Maddox said, "Atlanta is proud to host such an important initiative. We have made this declaration in order to further bolster the conversation around African-American women's beauty and self-perception. We hope that the conversation continues all year round, but especially recognize that Saturday, May 2, 2009, will serve as an annual reminder of this grassroots movement."

The Atlanta main event features musical performances by Lalah Hathaway and Eric Roberson, and includes a keynote address by celebrity wellness coach and actress A.J. Johnson. Johnson, along with "The Souls of Black Girls" producer Daphne Valerius, beauty-on-a-budget expert Candace Corey, songstress Lalah Hathaway and DJ Frances Jaye, will also lead attendees in discussions about beauty, healthy living and more, with Tasha Smith serving as the moderator. P&G will also host a "Pioneer" awards ceremony honoring local community women and local retailer Kroger® for making strides in education, beauty, health and the community.



In addition to musical interludes and dialogue sessions, the tour includes a Kroger-sponsored health and wellness pavilion offering complimentary yoga sessions and health screenings, along with cultural exhibits and a beauty-themed area consisting of makeup consultations by a team of CoverGirl® Queen Collection beauty experts, mini-facials and skin analysis offerings by Olay® Definity, full hair services and analysis by Pantene® Pro-V® Relaxed & Natural, hair color applications by Clairol® and oral consultations and screenings by Crest® Pro-Health™.

"P&G is thrilled to introduce the second annual My Black is Beautiful tour," said Kisha Mitchell Williams, P&G Multicultural Brand Manager. "We believe that bringing the 2009 tour to Atlanta is the perfect locale to convene African-American women for this discussion. Our hope is that this year's event will contribute to continuing the conversation among African-American women about how they are viewed and perceived in society."

The My Black is Beautiful campaign, created by a group of African-American women at P&G in 2006, is an integrated, multi-brand initiative supported by Crest Pro-Health, Pantene Pro-V Relaxed & Natural, CoverGirl Queen Collection, Olay Definity, Always® and Tampax® and Clairol Beautiful Collection®.

For more information about the My Black is Beautiful campaign and multicity tour, visit [www.myblackisbeautiful.com](http://www.myblackisbeautiful.com).

#### **About My Black is Beautiful**

My Black is Beautiful celebrates the diverse collective beauty of African-American women and encourages black women to define and promote their own beauty standard, one that is an authentic reflection of their indomitable spirit. My Black is Beautiful kicked off a 2009 four-city tour in Charlotte, NC, in April. Additional My Black is Beautiful tour events are scheduled to take place in: Atlanta (May 2, 2009), Chicago (May 30, 2009) and New Orleans (July 3 – 5, 2009).

#### **About Procter & Gamble**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always, Whisper®, Pantene, Mach3®, Bounty®, Dawn®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest, Oral-B®, Actonel®, Duracell®, Olay, Head & Shoulders®, Wella, Gillette® and Braun. The P&G community consists of over 135,000 employees working in over 80 countries worldwide.

Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

#### **About the 2009 "State of Black Beauty Survey"**

The "State of Black Beauty Survey" was fielded January 12 to 13, 2009. Respondents to the survey were African-American women, ages 18 to 54 (sample 1,000+), who responded to a self-administered online survey that explored their knowledge and attitudes toward perceptions of African-American beauty and the effect that has occurred on their perceptions post-election. Respondents were self-selected.