



PRESS RELEASE
FOR IMMEDIATE RELEASE

**The Yves Rocher Foundation-Institut de France honors
three environmentalist women from the United States
with prizes at the 2007 Women of the Earth award ceremony**

Women of action committed to saving the planet

LONGUEUIL, February 28, 2007. – It's with thundering applause from a hundred Yves Rocher employees, the media and representatives from three levels of government, that three American women who lead organizations devoted to the protection of the environment received **Women of Earth** awards presented by the *Yves Rocher Foundation-Institut de France* this morning.

The 3rd annual American *Women of Earth* awards highlight the efforts of women committed to the protection of nature. “*Women of Earth* rewards actions that are models for improving the environment and that contribute to the safeguard of all plant life while including the local communities which are affected”, states Christina Hane, Director of Communications and Public Relations for Yves Rocher North America.

In order to enable the recipients to continue their work, the *Yves Rocher Foundation-Institut de France* has attributed bursaries of \$7,000 to the 1st prize winner, \$5,000 to the recipient of the 2nd prize and \$3,000 to the winner of the 3rd prize. “These women's work is an inspiration to all of us. But to pursue their efforts for a greener environment, they need more than recognition – they also need financial support. It is in that spirit that the awards include bursaries”, adds Ms. Hane.

The Yves Rocher Foundation-Institut de France honors three American women (continued)

Outstanding women *

The women who have distinguished themselves through their actions for the protection of the environment this year are:

Donna Kahakui, Founder Kai Makana, Hawaii, 1st prize recipient Women of the Earth, and a bursary of \$7,000. Kai Makana, which translates into "Gift from the sea", is dedicated to the education of the local population to preserve the ocean and marine life.

Florence Reed, Director, Sustainable Harvest International (SHI), Surry, Maine, 2nd prize recipient Women of the Earth, and a bursary of \$5,000. SHI helps farmers in Central America reverse the effects of the destruction of tropical forests through sustainable land-use practices, which enable them to regain control of their environment and their economy.

Emily Nell Lagerquist, Director, The Kids Ecology Corps, Fort Lauderdale, Florida, 3rd prize recipient Women of the Earth, and a bursary of \$3,000. Working with young people, the organization's mission is to make youths aware of the impact of their decisions and to encourage them to develop daily behaviour that is beneficial to the environment.

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Click on title : *Training tomorrow's environmental leaders and mentors*¶

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International distinction

The American 1st prize recipient, Donna Kahakui, will be invited to the *Institut de France*, in Paris for the upcoming International Woman's Day held on March 8th where she will be joined by the Canadian 1st prize winner along with 1st prize recipients from eight other countries. These women will be the candidates for the International *Women of Earth* award and a bursary of 10,000 euros, an amount representing more than 13,000 American dollars.

Women of Earth: an award that honors women across the globe

In 2002, the *Yves Rocher Foundation-Institut de France* launched its first *Women of Earth* awards to commend the achievements of French women initiating actions beneficial to the environment.

The following year, the Foundation invited women from other countries actively involved in environmental projects to submit their candidacy for the award, thus extending the prize's reach to the international scene. Presently, ten countries are represented: in North America - Canada and the United States; in Europe - France, Germany, Belgium, Spain, the Netherlands, Russia and Sweden; in Asia - Bhutan.

The Yves Rocher Foundation-Institut de France honors three American women (continued)

The *Women of Earth* awards constitute more than an honorary title; for the recipients, the prize also represents funding that enables them to continue their work. Over the past five years, 95 women throughout the world have been honored and have received bursaries from the Foundation.

About the Foundation Yves Rocher-Institut de France

Created in 1991 by the Rocher family, the *Yves Rocher Foundation* is devoted to the improvement and protection of all plant life. Sponsored by the *Institut de France* since 2001, the Foundation awards the *Women of the Earth* and the annual scientific *Terra Ficara* prizes. The latter includes a 20,000 euro bursary, which represents an amount exceeding 25,000 American dollars. The Foundation also supports various initiatives such as arboretums in schools and the restoration of historical gardens. For more information concerning the Foundation, please visit www.yves-rocher-fondation.org.

- 30 -

Note:

* To learn more about the recipients and their organizations, please consult the complementary documentation included with this press release.

To schedule an interview with the recipients or with the Yves Rocher spokesperson or for more information, please contact:

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