



## FOR IMMEDIATE RELEASE

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# **KIMORA LEE SIMMONS AND KLS COSMETICS TO PARTNER WITH DENISE RICH'S G&P FOUNDATION TO FURTHER THE FIGHT AGAINST CANCER**

New York, NY (December 18, 2006) – Kimora Lee Simmons' KLS Cosmetics and The G&P Foundation for Cancer Research, co-founded by Denise Rich, are pleased to announce an exclusive partnership to aid in the battle against cancer. 100% of net sales of KLS *Fabulosity Glossamer* lip-gloss in 'Sangria' will be donated directly to The G&P Foundation, which was founded by Rich in memory of her daughter Gabrielle who passed away from Acute Myelogenous Leukemia (AML) in 1996.

KLS *Fabulosity Glossamer* lip-gloss in 'Sangria' is available nationwide at Sephora, select Macy's stores throughout the country, and online at [www.KLS.com](http://www.KLS.com). Priced at \$17, the lip-gloss in Sangria, plumps, cools and nourishes lips with a sheen finish.

"We are honored that Kimora and her glamorous beauty brand are lending a hand in the fight against cancer by donating the proceeds of the *Fabulosity Glossamer* lip-gloss," said Denise Rich. "Kimora's tireless dedication to the cause and her commitment to the Foundation are remarkable."

### ABOUT THE G&P FOUNDATION FOR CANCER RESEARCH

Denise Rich established The G&P Foundation for Cancer Research, in memory of her daughter Gabrielle Rich Aouad, who passed away from Acute Myelogenous Leukemia (AML) at the tender age of 27. The Foundation's primary goal is to save lives by funding basic and clinical medical research in both conventional and integrative disciplines, which focus on prevention, treatment and quality of life issues of leukemia, lymphoma and related cancers. Since 1998, with the help of its Medical Advisory Board, chaired by Dr. Stephen D. Nimer of Memorial Sloan-Kettering Cancer Center, The G&P Foundation has funded thirty-one researchers, totaling over \$6.4 million dollars in Medical Research Awards. The G&P Foundation also holds the distinction of being one of the largest non-governmental sources of grant support to blood cancer researchers at the nation's leading institutions. For more information, please visit: [www.gandp.org](http://www.gandp.org)

### ABOUT KIMORA LEE SIMMONS

An enthusiastic philanthropist and patron of the arts, Kimora Lee Simmons lends her time and support to numerous charitable organizations especially those institutions which target disadvantaged youth. She established the Kimora Lee Simmons Scholarship Fund at her alma mater in St. Louis to provide college tuition support for academically successful girls with financial needs and is an active member of youth advocacy organizations such as the Rush Philanthropic Arts Foundation and Hetrick-Martin Institute. Together, she and her husband, Russell Simmons, have become two of America's most respected philanthropists and activists.

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