



Event Highlights

Pink Power Night Fosters Lifelong Lessons

Mary Kay once said, “We want to make certain our children become good people. Their early years are so important, and nobody can make the difference in their lives that you can.”

Throughout the 19 years of running her Mary Kay business while raising a family, **Independent Sales Director Angie Limon** put this teaching into practice. Her husband, Ed, got in the game too—literally!

It's what inspired him to initiate a community outreach event in Modesto, Calif., for Big Valley Christian High School's varsity girl's soccer team. Ed, head soccer coach of the Lady Lions for six years, wanted his team to experience giving back and making a difference for others.

“I endeavor to teach the girls values on the field and in life, and hope they learn to give back,” states Ed. “When I read about other Independent Sales Directors partnering with minor league sports teams, I got the idea of organizing a soccer game fundraiser for a cause.”

On May 11, 2010, Ed, the Lady Lions, their families and supporters held their inaugural *Pink Power Night* benefitting The Mary Kay FoundationSM. Prior to the game, soccer team players outfitted in pink camouflage shirts with the slogan “Fight Cancer” escorted cancer survivors and those battling the disease to mid-field for a special tribute.

A team member's aunt who has fought cancer for ten years was named an honorable Lady Lion and given a symbolic pink soccer ball. In her pre-game talk, she motivated the girls with her “never give up” story.

Reinforcing the Foundation's mission, game attendees received informational brochures, and a pink Cadillac graced the field. Gate fees and prize drawing ticket proceeds for a basket of Mary Kay[®] product contributed \$250 in donations for the Foundation.

“Ed knows what Mary Kay Inc. and the Foundation stand for, and he embraces the philosophies,” says Angie. “This was about helping others and supporting a cause. The girls were thrilled to be involved in something bigger than themselves! Their parents were extremely supportive too.”

For Angie and Ed, the effort also provided a way for them to give back as a family. Their oldest daughter Sherayah plays on the soccer team. And their daughter Savannah, now a seventh grader and also a soccer player, passed out the brochures and prize tickets, and is already counting down the days until she will join the high school team.

“It has been great incorporating Mary Kay's principles into our team,” adds Ed. “Rallying around this event has elevated our team to a new level. The girls experienced that they are powerful women, and God can use powerful women to make a positive difference for others. We want to be a blessing to others.”



The Big Valley Christian Lady Lions with Honorable Team Member Connie McComick



The Limon family gives back together. Pictured left to right: Independent Sales Director Angie Limon; Savannah Limon; Sherayah Limon; and Ed Limon.