



Lauren Noir featured in Girl Scouts of the USA Cruelty-Free Event "Speak Up For Animals"

NEWPORT BEACH, Calif. – March 14, 2009 – Lauren Noir has been invited as one of the premier cruelty-free vendors to supply educational material and attend "Speak Up For Animals" Animal Awareness Day in Brick, New Jersey, a community awareness event hosted by Girl Scouts of the USA, Senior Girl Scout Kaitlin Kraft in Troop 982 of the Jersey Shore Council. "Speak Up For Animals" will be held at the Herbertsville Firehouse, Station #24 from 1 PM to 4 PM. The event's primary focus is to educate the community about the inhumane animal practices currently taking place and the community's role in making a difference through everyday choices and purchases. The day's events will include a variety of enjoyable and entertaining activities including listening to guest speakers, service dog demonstrations, animal shelter displays, face painting for children, and Vegetarian and Vegan food services. Additionally, there will be a raffle for gifts of cruelty-free products eligible to all event participants.

About Girl Scouts of the USA

Girl Scouts of the USA is the world's preeminent organization dedicated solely to girls—all girls—where, in an accepting and nurturing environment, girls build character and skills for success in the real world. In partnership with committed adult volunteers, girls develop qualities that will serve them all their lives, like leadership, strong values, social conscience, and conviction about their own potential and self-worth.

Founded in 1912 by Juliette Gordon Low, Girl Scouts' membership has grown from 18 members in Savannah, Georgia, to 3.7 million members throughout the United States, including U.S. territories, and in more than 90 countries through USA Girl Scouts Overseas.

About Lauren Noir

Lauren Noir is focused on inspiring their customers to journey out into the rich memory banks of life and reveal beautiful memories in the past, and create new ones in the present through a deep emphasis on the power of smell. By handcrafting each fragrance using the highest level of environmentally friendly ingredients, Lauren Noir creates fragrances for their perfumes, candles, soaps, and diffusers that capture the moment and uniquely transform the mediocre into euphoria. As a Leaping Bunny certified compliant company, Lauren Noir is deeply invested in prohibiting animal testing/cruelty entirely.

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