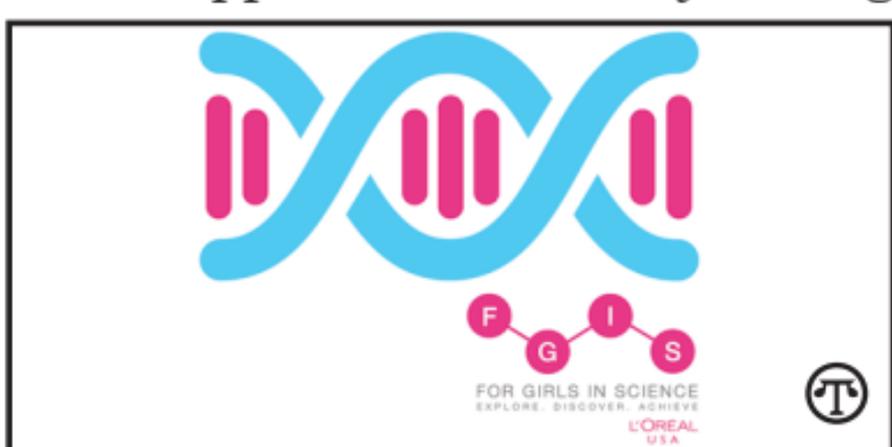


## L'Oréal USA Launches Scholarship Sweepstakes

(NAPSA)—This summer, your passion for science, technology, engineering or math (STEM) can be even more rewarding. L'Oréal USA For Girls In Science, an initiative dedicated to inspiring and empowering girls to pursue careers in STEM, has launched the “Connected Through STEM” sweepstakes on [helix.forgirlsinscience.org](http://helix.forgirlsinscience.org). This sweepstakes invites people of all ages across the country to pledge their support for STEM by letting



**A new sweepstakes is designed to inspire girls to pursue careers in science, technology, engineering or math (STEM).**

their imagination loose by creatively putting their friends, family, pets or themselves in a photo with the L'Oréal double helix. This simple act will show their connection and commitment to STEM. The grand prize includes a scholarship, laptop and L'Oréal USA beauty products.

Here's how it works: Whether it be at home, at work, on vacation or even in a supermarket—from elevators and price scanners to the sand and the sea—we're surrounded by innovations and marvels from STEM. All you need to do is capture photos of these moments and put the L'Oréal double helix in the shot to show your connection to STEM. A map of America, dubbed the Helix Heat Map, will capture the number of entries in each state and will highlight participation from coast to coast. Participants can upload new photos every day on [helix.forgirlsinscience.org](http://helix.forgirlsinscience.org).

The entry period for photo submissions is from July 1, 2013 through September 23, 2013. Ten Visa gift cards, each worth \$75, will be awarded weekly. The grand-prize winner will receive a \$5,000 scholarship, which the recipient can gift, a 16GB laptop and \$250 (retail value) worth of L'Oréal USA beauty products. Winners will be selected at random. For more information about the L'Oréal USA For Girls In Science “Connected Through STEM” sweepstakes and for official rules and a submission form, go to [helix.forgirlsinscience.org](http://helix.forgirlsinscience.org).