



# NEWS

## For Immediate Release

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## Atlanta Women Paint Their Lips Red in Service

**Atlanta, Georgia – November 19, 2018** The Paint Your Lips Red Foundation in partnership with The Mary Hall Freedom House, an agency that supports the transition of men and women through training, education, regeneration and outreach is hosting a clothing drive at The Gathering Spot in Atlanta, GA, December 16, 2018 from 2pm-4pm. This drive will specifically collect coats for women and kids to assist them during the winter months.

Paint Your Lips Red (PYLR) is a global movement to empower, equip, create awareness and become a daily reminder for women to use their voice and watch the magic that happens through the power of wearing red lipstick.

The movement started as a social media challenge and is now a movement. Women have found their shade and their groove through the power of the paint. The red lipstick has united women in sisterhood, allowed them to share their personal story while encouraging them to be fearless, be fierce and most of all be feminine.

Dr. Karmetria Burton is excited about the PYLR movement and adds "A woman's red lip is equivalent to a man's power red tie. It gets noticed. It signifies boldness, power and intention. PYLR is a movement for women to increase their self-awareness, increase their leadership and to give back through service all through sisterhood.'

For more information on the Paint Your Lips Red Foundation, visit our website at [www.paintyourlipsred.com](http://www.paintyourlipsred.com) or email [hello@karmetriaburton.com](mailto:hello@karmetriaburton.com).