

U.A.C.

Tracy Pickney and Porsha DeVault- MAC Artists  
Dillard's- Parkdale Mall  
Beaumont, Texas

A Port Arthur, Texas native Tracy has a passion for make up and skin care. As an esthetician and owner of Facial Impressions she was drawn to cosmetics. She is deeply rooted in the company in which she works, and enjoys every bit of community service she participates in. She is an artist and the head coordinator (Viva Glam Ambassador) of all non profit and charity events her counter participates in. In addition to that Tracy holds the title of Global Volunteer Initiative Project Leader, for Houston 1. She has spear headed many successful events within her store of employment.

Porsha, a native to Beaumont, Texas has had a life long infatuation with make up. Her love for make up dates back to as early as she can remember. After completing a degree in Criminal Justice, she decided to pursue a career in make up. She works very closely with Tracy, in an effort to make a change in their community.

# The History of the Company

## The Creators

Frank Toskan- Make up Artist and Photographer

&

Frank Angelo- Beauty Salon Owner

The purpose of starting the line was due to the lack of variety of colors available for photographers and make up artist.

The guys literally started making the cosmetics in their kitchen. They started selling them in Franks salon to fellow make up artist and photographers.

All Races, All Sexes, All Ages

Due to the rising  
number of AIDS cases  
in 1994 the MAC AIDS  
FUND was born...

EVERY DAY IS  
WORLD  
AIDS DAY

UNAIDS

With Aids spreading across the world, the cofounders searched for ways to help with and respond to the epidemic.

With employee influence and suggestions they decided to make HIV/Aids organizations the company's charity focus.



The following  
programs were  
started in effort  
to raise funds:

“ Kids Helping Kids Greeting Cards”

“Viva Glam”

“MAC Grant Program”

“Global Volunteer Initiative”

## CAMPAIGN HISTORY

What kind of a company ignites its charity program by selling lipstick with RuPaul, a drag queen as its spokesperson? Then follows that act with (to use the colloquial) a non-lipstick lesbian, kd Lang? M·A·C, the cult Canadian brand created in 1985 has always been fearless and outspoken and when it comes to the VIVA GLAM message, it's always been loud and clear!

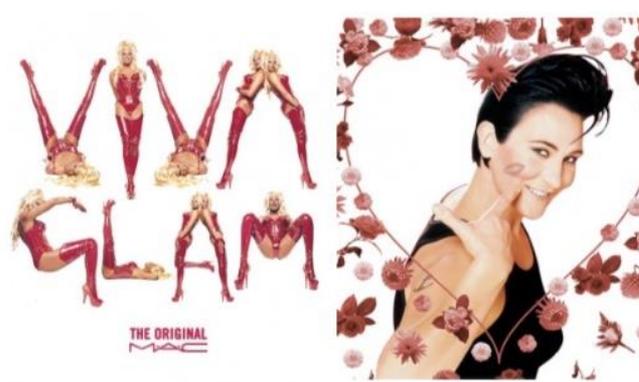


The founders of the company, Frank Angelo and Frank Toskan, banded together with the M·A·C artists to create the M·A·C AIDS Fund in 1994, in a grass roots effort to make a difference in the world with a community outreach

for HIV/AIDS.

It all started with VIVA GLAM lipstick; the bullet in passionate red that was the shot heard around the world - the first lipstick created to directly confront and raise money and awareness for AIDS at a time when the pandemic dramatically affected the fashion makeup communities, and was greatly stigmatized as a gay disease. With 100 percent of the proceeds of every VIVA GLAM product going directly to men, women and children affected by HIV/AIDS, it was an unprecedented move.

The idea of VIVA GLAM was to celebrate life and the outspoken attitude of the company. It was a connective tissue that encompassed the diversity of M·A·C and its mantra...all ages, all races, all sexes. It was, and continues to be, the signature and the heart and soul of the company. VIVA GLAM spokespeople are provocative, alternative and influential and reflect diverse communities. They are heroes we look up to for their personal triumphs; people who have invented themselves and people who created movements.



- RuPaul
- K.D. Lang
- Lil' Kim
- Sir Elton John
- Mary J. Blidge
- Christina Aguilera
- Pamela Anderson

- Eve
- Dita Von Teese
- Lisa Marie Presley
- Debbie Harry
- Cyndi Lauper
- Lady Gaga
- Ricky Martin
- Nicki Minaj
- Rihanna





= **37** DELIVERIES OF  
DIETETICALLY SOUND  
MEALS



= **2** EMERGENCY BOXES  
FILLED WITH NON-  
PERISHABLE FOOD



= **1** PAIR OF SCHOOL  
SHOES FOR A CHILD  
ORPHANED BY AIDS



= **23** FEMALE CONDOMS OR  
233 MALE CONDOMS



= **1** HIV-PREVENTION  
WORKSHOP  
CONDUCTED BY A  
PEER HEALTH  
EDUCATOR



= **1** COUNSELING SESSION  
FOR AN HIV+ WOMAN



The MAC Viva Glam program funded a documentary entitled "It's Not Over." The MAC aids fund teamed up Andrew Jenks, award winning film maker to develop a feature documentary. The documentary was about personal stories of young people from around the world whose lives, are affected by HIV/AIDS

THE FILM IS NOW AVAILABLE ON NETFIIX!

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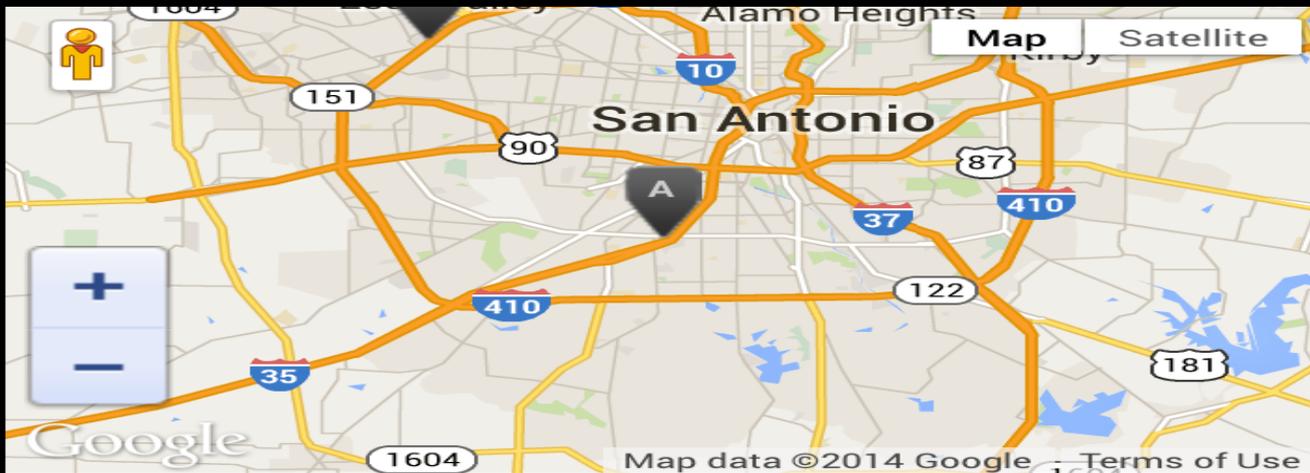
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Questions?