

Drew Barrymore takes on leading role with CoverGirl

by Bend_Weekly_News_Sources

Actress and Filmmaker Signs as CoverGirl and Co-Creative Director

Actress Drew Barrymore is starring in her first major beauty campaign with CoverGirl, the best selling makeup brand in the U.S. Drew will be not only the newest face in CoverGirl advertisements, but also the co-creative director for her first advertising commercial to debut in January 2008.

Drew Barrymore A beloved actress and gifted filmmaker, Drew emulates the iconic image of the CoverGirl brand with her fresh, natural beauty, and energetic yet authentic spirit. Her carefree, upbeat personality shines through in all that she does.

Drew has been captivating audiences for more than two decades with her unique talent and on-screen charisma earning her critical acclaim and box office success. She has graced the silver screen with such hits including "Everyone Says I Love You," "E.T. The Extra Terrestrial," "Scream," "Riding in Cars with Boys," "The Wedding Singer" and most recently "Music and Lyrics" with co-star Hugh Grant. "Lucky You," a Curtis Hanson directed drama starring Barrymore and Eric Bana will open on May 4, 2007.

Through her decade-old production company Flower Films, she has produced an impressive array of films including major studio releases such as the "Charlie's Angels" films, "Fifty First Dates" and "Never Been Kissed." In 2004, she moved into the realm of directing with "The Best Place to Start," a documentary about the importance of youth voting. It was this passion for both acting and directing that led to the unique partnership with CoverGirl.

"Drew is a wonderful addition to the CoverGirl family and her role - both in front of the camera and behind the scenes as co-creative director - is new and different for the cosmetics industry," said Esi Eggleston Bracey, Vice President and General Manager, CoverGirl Cosmetics in North America. "We wanted to honor Drew's passions as a filmmaker and are thrilled she is not only lending her beautiful face to CoverGirl but also lending her artistic talents as the co-creative director of the ad campaign."

Barrymore represents the CoverGirl ideals of both inner and outer beauty. She has been recognized for her sense of style, appearing on top magazine covers such as Vogue and Elle, and is also an avid volunteer with the United Nations World Food Program.

"I am honored to be associated with a brand that has been at the forefront of their industry for almost fifty years," said Barrymore. "CoverGirl has managed to change with the times, yet stay in touch with women of all ages and backgrounds. To be chosen not only as the newest face of CoverGirl, but also as a co-creative director of my first TV commercial is truly amazing."

Since its introduction in 1961, CoverGirl has helped numerous modeling careers and was one of the first brands to link models' names and faces with a product. The long list of famous CoverGirl models includes Queen Latifah, Christie Brinkley, Cheryl Tiegs, Rachel Hunter, Tyra Banks, Niki Taylor and Molly Sims, and the brand is known for consistently signing models that embody both inner and outer beauty, such as current spokesmodel Queen Latifah.

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