

News from **Mademoiselle** *magazine*

SEVEN MADEMOISELLE AWARDS HONOR "INVOLVED" YOUNG WOMEN

NEW YORK, N.Y., January 1--In announcing MADEMOISELLE Magazine's 1970 MADEMOISELLE Awards, Editor-in-Chief Betsy Talbot Blackwell cited, "intense involvement -- whether it be in community affairs, the arts, or environmental ecology" as "the signature of young women today."

"MADEMOISELLE recognizes seven unique young women for their mature and serious undertakings -- their endeavors in fields that represent the new priorities of today's youth," Mrs. Blackwell said. For each of the past 25 years, MADEMOISELLE has conferred "Merit Awards" on young women of great talent. MADEMOISELLE spotted Carson McCullers, Julie Harris and Agnes de Mille, for instance, well before they reached national prominence. "Our 1970 awards honor seven concerned young women for their outstanding contributions towards effective and meaningful changes while working within the system," said MADEMOISELLE's editor-in-chief.

In addition to the seven Young Women of the Year, there is a special symbolic MADEMOISELLE Award to all the women of Women's Lib. MADEMOISELLE cites the women of the Women's Liberation movement for raising awareness -- for asking questions that have opened new opportunities to all women.

The magazine's January, 1971, issue features stories on all the awardees.

Marion Edey, 25, is the founder, chairman and national coordinator of the League of Conservation Voters, a non-partisan campaign committee which rates political candidates on the basis of their environment-related voting record. Commenting about her background, Ms.* Edey says, "We lived in a rural part of Long Island,

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sense-awakening events. Her "Snow Job" brought 4,000 pounds of snow to the San Francisco Museum one morning. Tuxedo'd workmen shoveled the snow, while Ms. Sherk, in taffeta prom dress, handed out cones to passers-by. She says, "I see my life as a continuous process, and everything around me and part of me as a potential material or source."

Florette Angel, 27, has changed the lives of about 300 Appalachian women. By developing the Mountain Artisans project, which makes patchwork clothes, quilts, and pillows, she has raised their average hourly income from 25¢ to \$2, and has created an environment that fosters pride in themselves and their heritage. In doing so, she has led them to preserve the rapidly-dying crafts tradition of patchwork. Ms. Angel comments, "I survive by believing in more than just existing. I love being alive -- being able to love, to give, to believe, to think -- and to hurt, to care..."

Eva Jefferson, 21, was one of four students who debated Vice President Agnew on The David Frost Show last fall. As President of Northwestern University's student association, she is credited with keeping student peace at Northwestern during the spring 1970 campus wars; she was also a witness before the Scranton Commission on "student unrest." She explains her involvement, "I feel an obligation to struggle. I feel I'm part of a continuum, and that each generation has to make life easier for the next."

Journalist Mary Breasted, 27, is a reporter for the Village Voice and Washington Evening Star covering among others, politics, city issues, and Women's Lib. In addition, she is the author of "Oh! Sex Education!" (Praeger), reviewed by The New York Times as "a masterly piece of personal journalism." Ms. Breasted comments