



VALERIE LAWSON PARTNERS WITH MASTERCARD FOUNDATION TO UNLOCK OPPORTUNITIES FOR YOUNG WOMEN IN THE BEAUTY INDUSTRY IN GHANA.

Ghana's leading makeup artist and global beauty strategist [Valerie Lawson](#), noted for her remarkable impact in the beauty industry has launched Valerie Cares Foundation to empower young women under 35 looking for opportunities in the beauty industry.

Valerie Lawson has partnered with [Mastercard Foundation](#), an organization that works with other visionary organizations to enable young people in Africa and in Indigenous communities in Canada to access dignified and fulfilling work. In line with Mastercard Foundation's vision of creating opportunities for everyone to learn and prosper, Valerie Cares Foundation is rolling out a series of programmes to educate, empower, protect and support young women in Ghana.

Educative initiatives under this partnership will include the ***Fill Me with Color Upskilling Programme*** and annual Nationwide Beauty Masterclasses. The ***Fill Me with Color Upskilling Programme*** is a 9 months intense beauty training program with 60 participants who are emerging creatives with interest in the beauty industry. The program will cover lessons on self-identity & development, makeup artistry training, access to phones for business marketing & branding and resource persons to inform on financial literacy and business development.

This year, the masterclasses will be held in Western Region (Takoradi) and Northern Region (Tamale) with over 120 young women participating. Valerie Cares Foundation will also produce their annual Bridal Beauty Campaign later this year to provide on-set experience in production, and opportunities for other creatives such as photographers and models in the beauty space.

After a successful run of masterclasses and beauty initiatives worldwide by Valerie Lawson, [Valerie Cares Foundation](#) is keen on changing the narrative and often negative stigma around the beauty industry in Ghana through the aforementioned

programs; and expose young women to multiple career opportunities in the beauty eco-system.

Our mission as a foundation is to provide, educate, support, empower and equip through partnerships and charity to impact lives and develop communities.

*We aim to be a progressive resourceful body that will champion change and development in a sustainable manner through an extensive international network of partners, donors and volunteers to impact lives and target communities – **Valerie Lawson. Founding Director Valerie Cares Foundation***

For all schedules and more information

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