
PHOTO: Renee Greenstein Of Attitudes By Renee Announces New Life is Half Full Award Winners

Celebrity Halle Berry and Executive Jae Je Simmons are recognized

For Immediate Release

NEW YORK/EWORLDWIRE/Oct. 29, 2010 --- Actress Halle Berry and Jae Je Simmons, Screen Actors Guild's New York Executive Director, are the newest recipients of Attitudes by Renee's "Life is Half Full" Attitudes Award. In early October, the two women received a sterling silver Life is Half Full pendant necklace, designed by Renee Greenstein, president of Attitudes by Renee, along with a personal, hand-written note from the QVC celebrity in honor of their achievements.

"Halle and Jae Je give so much to others who need support to keep going. Their message of courage and hope touches me deeply," Renee says. "I am thrilled to continue our national awards program with women who share my attitude about life and living, and who set a very positive example for others."

ABOUT JAE JE SIMMONS

Cited as a "remarkable advocate for member rights," Screen Actors Guild (SAG) Executive Jae Je Simmons oversees the group's New York division and serves as regional director for SA's Boston and Philadelphia branches. Simmons joined the group in 1998 as Executive Director, Affirmative Action. In that role, she promoted diversity programs and outreach. She is an accomplished journalist with work published in Essence and Black Enterprise magazines. In her daily work, Simmons is a vocal mentor to Guild members, who value her wisdom and business acumen.

ABOUT HALLE BERRY

Academy Award-winning actress and film producer Halle Berry is among Hollywood's highest paid stars, but she has not forgotten about women who have very little. Following a highly publicized traffic accident in 2000, Berry's community service experience led her to become involved with a number of charitable causes, including Jenesse Center, the oldest domestic violence intervention program in South Los Angeles. Her Halle Berry Golf Classic has raised thousands of dollars for the center. A new initiative, the "What a Little Love Can Do" project, is raising money to completely remodel 15 apartments within one of Jenesse Center's transitional housing shelters. Berry kicked off the project by funding two of the 15 remodels.

ABOUT THE AWARD

The "Life is Half Full" Attitudes Award is presented monthly by Renee Greenstein to two women who help empower others to overcome difficult life circumstances with grace and courage. "By helping to empower their friends, these women are showing that attitude is everything in life."

For purchasing details and to view QVC Customer Top Rated product reviews about Renee's Life is Half Full Pendant, visit QVC.com (<http://www.qvc.com>) and type "J44950" in the search field. Simply type Renee in the search field to view all the fabulous styles from Attitudes By Renee. For more information about Renee, visit AttitudesByRenee.com (<http://www.attitudesbyrenee.com>).

Renee Greenstein invites the public to get involved by nominating their women friends, work colleagues or someone from their community by submitting both your and your nominees name and address along with a letter stating why the nominee should receive the "Life is Half Full" Attitude Award.

An instant favorite of QVC viewers, the popular designer's "Life is Half Full" Enhancer returns to the air Friday, Oct. 29 at 7:00 p.m.

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