

Women Want To Know

Link Up With Friends For A Confidence Boost

(NAPSA)—It's no big secret that girls just want to have fun, but did you know that women's friendships with one another are much more valuable than people may think?

A recent survey conducted by Kelton Research for the Tupperware Brands Corporation® determined that women's relationships with one another are much more than just a form of companionship—they are the key ingredient in developing long-term confidence.

The survey is part of Tupperware's new Chain of Confidence campaign that celebrates female friendships and the confidence derived from those relationships.

The new campaign encourages women to celebrate the immeasurable rewards of female friendships. Actress, author and mother of two, Brooke Shields is the spokesperson for the campaign and she issues a challenge to women to share their own stories of how friendships have affected their confidence at www.chainofconfidence.com.

Toss out the lipstick and rethink retail therapy!

In this day and age, so much emphasis is placed on outward appearances, but today's woman knows there is more to self-confidence than simply looking good.

According to the recent survey, 85 percent of women say that a supportive network of female friends is more likely to make them feel confident in the long



Brooke Shields has found friendship can bring the gift of confidence to girls and women.

term than simply looking good ever will.

Further survey results include:

- 91 percent of women agree that most women rely too much on their appearance to make them feel more confident.

- 89 percent of women feel they are able to succeed after hearing how a friend overcame a challenge to reach her goal.

- 88 percent of women would rather forfeit shopping for an entire year than surrender their female friendships for a year.

- 67 percent of women say they feel more confidence when they are able to help someone solve a problem.

- 63 percent of women feel more confidence when they relate better with their peers.

For more information, visit www.chainofconfidence.com or www.tupperware.com.