

NEWS



Founded in 1959 by Sara O'Meara and Yvonne Fedderson
 PREVENTION and TREATMENT of CHILD ABUSE
www.childhelp.org

EUFORA INTL. UNITES SALONS ACROSS NORTH AMERICA TO RAISE FUNDS & AWARENESS FOR CHILD ABUSE

Carlsbad, CA (August 2008) – During National Child Abuse Awareness Month, Eufora salons across North America united and joined a national initiative fighting child abuse raising over \$45,000. To help end this epidemic, salons participating in the Eufora Friends program pledged to host fundraisers on behalf of Childhelp®, a leading national non-profit organization dedicated to helping the victims of child abuse and neglect and at-risk children.

For more information contact 800.6EUFORA or visit www.eufora.net.

"Child abuse statistics are astounding – one in three people are victims, which means it is a tragedy that touches us all in some way," said Don Bewley, Eufora Intl. co-founder. "Our goal is not just to raise money for the cause, but to help raise awareness in our salon community and encourage others to take a stand. Eufora Friends will be coordinating several other fundraisers throughout the year and will present Childhelp® with the proceeds from our efforts during our November Global Connection." 1-800-4-A-CHILD®, operates 24 hours a day, seven days a week, and receives calls from throughout the United States, Canada, the U.S. Virgin Islands, Puerto Rico and Guam. Childhelp's programs and services also include residential treatment services; children's advocacy centers; therapeutic foster care; group homes and child abuse prevention, education and training. Childhelp also created the National Day of Hope®, held each April during National Child Abuse Prevention Month that mobilizes people across America to join the fight against child abuse. For more information about Childhelp, call 480-922-8212 or visit www.childhelp.org.

CELEBS PICK UP BELSON PRO TOOLS AT ANDRE AGASSI'S GRAND SLAM GIFT LOUNGE (13TH ANNUAL CHARITABLE EVENT FOR CHILDREN BRINGS CELEBRITIES TOGETHER IN VEGAS)



Andre Agassi and Janette Morales, associate marketing manager for Belson Products

Belson Pro was one of the Backstage Gift Lounge participants at Andre Agassi's 13th Annual Grand Slam for Children. Billed as the biggest entertainment night of the year in Las Vegas, the charity event raised nearly \$6 million and featured stars such as Sheryl Crow, The Killers, Rod Stewart, Ray Romano, Mariah Carey, David Spade and others who attended the event in an effort to draw attention to and raise money for various children's organizations and programs funded through the Andre Agassi Charitable Foundation (AACF).

"We were honored to be included in this year's Grand Slam Gift Lounge," said Ileana Moya, director of marketing for Belson Products. "It's a special event that's all about the kids and we were thrilled to lend our support to the cause." Held Oct. 11 at the Wynn Las Vegas, the 13th Annual Grand Slam for Children is the largest single fundraising event held in the city and attracts some of the biggest names in entertainment.

Established in 1994 by former professional tennis player Andre Agassi, AACF is dedicated to transforming U.S. public education for underserved youth. The foundation drives reform by engaging in practice, policy and partnerships that provide quality education and enrichment opportunities. Since its inception, AACF has supported more than 20 organizations and raised more than \$70 million for programs designed to enhance a child's character, self-esteem and career possibilities. For more information, please visit www.agassifoundation.org.

Belson Pro is one of the first brands Belson introduced to the professional beauty industry upon its inception almost 25 years ago. A complete line of high quality and superior component styling tools that includes curling irons, blow dryers and straightening irons, Belson Pro can be found nationwide through a growing network of professional distributors. For more information, please call 888.738.1212 or visit www.belsonproducts.com.

NATIONAL LATINO COSMETOLOGY ASSOCIATION (NLCA) & PBA JOIN FORCES

In a collaborative effort, NLCA and PBA will continue to join forces on an ongoing basis to promote Latino beauty professionals and their prominence in the industry. Additionally, both parties seek to raise awareness regarding the purchasing power the Latino market represents to the beauty industry along with the products and services they desire. As part of this strategic partnership, NLCA will provide additional support promoting the International Salon & Spa Expo (ISSE is a production of PBA) to its members and play a larger role as a featured presenter at ISSE's Latino Fashion Theater. With ISSE being held in Long Beach, CA, and as the West Coast's largest beauty event, it is a natural fit to tap into Southern California's diverse Latino community to be a part of the show.

"There is a lack of outreach in our industry for education and training for the Latino professional.

NLCA provides an outreach to the community on behalf of the PBA. PBA is providing focus and creating opportunity with NLCA by providing education and training to the Latino Market," says Julia Zepeda, NLCA Founder and CEO. For more information, contact: bradmasterson@ypublicrelations.com

The Professional Beauty Association (PBA) is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit probeauty.org or call 800.468.2274 (480.281.0424) to learn more.



GOT NEWS? Send us your business tips, good news and how your salon is giving back and paying it forward! tmiddlekauff@hairshow.us