

PRESS RELEASE

For Immediate Release

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TWO BOULDER-BASED NONPROFITS PARTNER WITH AVEDA CORPORATION FOR EARTH MONTH 2008

Boulder, Colorado – Western Resource Advocates (WRA) and Global Greengrants Fund are proud to announce that they have been selected by the Aveda Corporation to receive a portion of the funds raised during the company's 2008 Earth Month campaign. Proceeds will be put toward ensuring that all people have safe, reliable, and sustainable sources of water in Colorado and around the world. Western Resource Advocates works regionally, while Greengrants works internationally.

To benefit Western Resource Advocates, a regional organization dedicated to protecting the West's land, air, and water, Aveda salons and spas will host a series of fundraising events during April. Throughout the western United States, 135 Aveda salons and spas will raise funds for Western Resource Advocates through in-salon donations as well as events including cut-a-thons, art auctions, fashion shows, and a raffle to win a 2008 Toyota Prius.

"Your next day at the salon can benefit a great cause," said WRA's water policy analyst Taryn Hutchins-Cabibi. "WRA's water programs focus on meeting human water needs while also protecting the West's rivers, streams, and aquifers. Finding this balance is especially challenging and important in the arid southwest where population is rapidly increasing."

To support Greengrants, Aveda will sell its limited edition Light The Way™ candle at salons and spas around the world. One-hundred percent of the proceeds from candle sales will go to Greengrants to make water related grants in the Global South—in communities that Aveda sources many of its ingredients. Last year candle sales and European salon fundraising earned over \$700,000 for Greengrants. With that money, the organization was able to make 186 grants in 15 countries to support hundreds of communities.

Since 1999, Aveda's Earth Month campaign has raised over \$8 million for environmental causes. Last year the corporation raised more than \$2.1 million for clean, reliable water. This year Aveda plans to raise \$2.3 million dollars.

For more detailed event information and participating locations in your area, please visit www.westernresourceadvocates.org.

Western Resource Advocates is a non-profit conservation organization dedicated to protecting the West's land, air, and water.

Global Greengrants Fund makes small grants (typically \$500 to \$5,000) to grassroots groups creating movements in the Global South to protect the environment, live sustainably, preserve biodiversity, and gain a voice in their future. For more information, please visit www.greengrants.org.

Aveda's mission is to care for the world we live in, from the products it makes to the ways in which it gives back to society. The company strives to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world. For more information about Aveda, please visit www.aveda.com.

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