

PRESS RELEASE

For Immediate Release
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WESTERN RESOURCE ADVOCATES AND AVEDA CORPORATION: PARTNERING TO PROTECT WATER RESOURCES

Boulder, Colorado – Western Resource Advocates is proud to announce that it has been selected by the Aveda Corporation to receive a portion of the funds raised during the 2007 Aveda Earth Month campaign. Aveda salons and spas will host a series of benefit events throughout April. Proceeds will be put toward ensuring that all people have safe, reliable, and sustainable sources of water.

As WRA's water policy analyst, Taryn Hutchins-Cabibi says, "Your next day at the salon can benefit a great cause." 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. WRA works in some of the fastest-growing cities to help planners develop and implement conservation programs that range from sustainable landscaping guidelines to rebates on water-saving appliances.

Throughout April, 135 Aveda salons or spas will raise funds for Western Resource Advocates through in-salon donations as well as events like cut-a-thons, art auctions, and fashion shows.

Since 1999, Aveda's Earth Month campaign has raised over \$6 million for environmental causes. Last year Aveda raised more than \$1.5 million and collected 275,000 signatures to protect endangered plants. This year Aveda plans to raise \$1.8 million dollars globally.

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 working to protect the Interior West's land, air, and water.

Aveda's mission is to care for the world we live in, from the products they make to the ways in which they give back to society. Aveda strives to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

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Events listing
updated April 2, 2007

<u>Date</u>	<u>What</u>	<u>Salon</u>	<u>Where</u>	<u>Contact</u>
April Saturdays	Future professionals haircuts & facials	Aveda Institute Denver	Denver, CO	303-567-7500
Throughout April	Gift basket raffle with proceeds to WRA	Grace Studios	Livingston, MT	406-222-8332
Throughout April	T-shirt raffle and limited recycled glass jewelry	FlatIron Crossing Aveda	Broomfield, CO	720-887-1981
4/14	Grand re-opening, fashion show, local foods, children's flower planting and large jumper	Casa Verde Spa	Albuquerque, NM	505-881-0464
4/18	Future professionals cut-a-thon & spa services	Aveda Institute Denver	Denver, CO	303-567-7500
4/18	Organic Wine Tasting - \$25	call Sanctuary for details	Billings, MT	406-655-1701
4/21	Cut-a-thon and special services	Natural Lifestyle Salon	Murray, UT	801-266-4900
4/21	Benefit - 10% of proceeds on services/products	On Broadway	Boulder, CO	303-444-0338
4/21	Cut-a-thon	Salon Axis	Edwards, CO	970-926-9529
4/21	Benefit fashion show and auction	Aveda Institute Denver	Denver, CO	303-567-7500
4/21	Stylists donate tips to WRA	ninety fifth St. Salon & Spa	Lafayette, CO	303-666-7036

Date	What	Salon	Where	Contact
4/22	Cut-a-thon and live music	Centre Salon & Spa	Arvada, CO	303-425-0931
4/22	Yard Sale at Salon	Rumors A Salon	Brighton, CO	303-659-8872
4/22	Cut-a-thon	Hair Technology	Westminster, CO	303-429-6465
4/22	Cut-a-thon on Pearl St. - \$25 haircuts	Pompadours	Boulder, CO	303-938-8015
4/24	Cut-a-thon	Remedez	Orem, UT	801-227-0011
4/25	A night out at Tracks in Denver, \$5 cover DJ Markie, eco fashion show, \$3 drink specials	FlatIron Crossing Aveda	Denver, CO	720-887-1981
4/26	Art Event/Benefit by Renaissance Salon	Hotel Monaco	Denver, CO	303-308-0524
4/28	Art Show	Reflections	Bountiful, UT	801-335-0440
4/29	Cut-a-thon	Dillard's	Westminster, CO	303-427-4278