



WESTERN RESOURCE
ADVOCATES

For Immediate Release

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Though One Lucky Ticket Wins Prius Raffle, Lots of Raffle Tickets Protect Water

Boulder, CO – It was the only ticket he purchased, but for Timothy Tobin, a carpenter from Boulder, it was all he needed to win a new Toyota Prius. His name was selected at a drawing held at Ten Salon and Spa in Loveland last night, one of many Earth Month fundraisers held by local Aveda salons and spas to raise funds for organizations that work to benefit the environment. Western Resource Advocates (WRA) was the beneficiary of the fundraising efforts of 133 salons and spas throughout the West.

Tobin, 40, had been doing repairs at On Broadway, an Aveda salon in Boulder, when he heard about the raffle and realized he had \$10 in his pocket to spare. “I just knew I was going to win from the time I bought the ticket,” said Tobin. “I just kept thinking positive and even mentioned to a friend of mine that I was going to win it.” His ticket was one of the approximately 3,000 sold at \$10 each.

Funds earned from the raffle, and other fundraising events that included silent auctions, Earth Day parties and cut-a-thons, will benefit Western Resource Advocates’ water program. WRA is a non-profit organization involved in environmental advocacy in the mountain and desert West. Working in the areas of land use policy, water and energy development, WRA’s water program focus is protecting and conserving the West’s water resources. WRA is a leading authority in the West on establishing municipal water conservation programs as well as working with local, state and national organizations and governments to protect and restore the region’s waterways. WRA is one of 21 Earth Month partners selected by Aveda from around the world to be an Earth Month beneficiary.

Aveda is an international company producing botanically-based hair, skin and lifestyle products that are used in nearly 7,000 salons and spas in 24 countries. Aveda prides itself on environmentally sustainable and ethical business practices. The company turned an

observance of Earth Day in 1990 into a month-long effort to raise consciousness and funds on behalf of environmental causes.

Ten Salon and Spa accepted the challenge to do something big for their Earth Month activity, organizing a raffle for the fuel-efficient and clean running Prius hybrid car. “Last year we raised \$1,500, but we felt we could do much, much more,” said Courtney Anderson, the Assistant General Manager for Ten. To get the vehicle, Anderson worked with Pedersen Toyota Scion and received local assistance to make this happen. “They believed in who we are and what we were doing,” said Anderson.