

## **PRESS RELEASE**

For Immediate Release

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### **WESTERN RESOURCE ADVOCATES & AVEDA CORPORATION: EARTH DAY EVENTS TO PROTECT WATER RESOURCES**

*Boulder, Colorado* – Western Resource Advocates and the Aveda Corporation are presenting a series of fun eco-events to celebrate Earth Day. Proceeds will be put toward Western Resource Advocates' programs to ensure 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.

To celebrate Earth Day and advocate for clean water, 135 Aveda salons or spas are raising funds for Western Resource Advocates through in-salon donations as well as events like cut-a-thons, art auctions, and fashion shows. Upcoming local events include:

Saturday 4/21:

- 8:00 p.m. Aveda Institute in Denver will hold an eco benefit fashion show highlighting hair, makeup, and clothing. \$10 admission. 303-567-7500.
- Stylists at Boulder's On Broadway salon will donate 10% of proceeds on services and products to Western Resource Advocates. 303-444-0338.
- Stylists at ninety fifth street Salon and Spa in Lafayette will donate their tips to Western Resource Advocates. 303-666-7036

Sunday 4/22:

- Hair cut-a-thon and live music to benefit Western Resource Advocates at Centre Salon & Spa in Arvada. 303-425-0931.

- Rumors A Salon in Brighton will hold a yard sale to benefit Western Resource Advocates. 303-659-8872.
- Hair cut-a-thon at Westminster's Hair Technology to benefit Western Resource Advocates. 303-429-6465.
- Hair cut-a-thon on Boulder's historic Pearl Street Mall, hosted by Pompadours, \$25 haircuts with proceeds to benefit Western Resource Advocates. 303-938-8015.

Weds 4/25:

- A night out at Tracks in Denver, \$5 cover, hosted by FlatIron Crossing Aveda. Features DJ Markie, eco-fashion show, \$3 drink specials. 720-887-1981.

Thurs 4/26:

- Art Event/Benefit by Renaissance Salon at the Hotel Monaco in Denver. 303-308-0524

Sun 4/29:

- Hair cut-a-thon- at Westminster Dillards. 303-427-4278.

For additional event information and more participating locations, visit [www.westernresourceadvocates.org](http://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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