



March 12, 2010
FOR IMMEDIATE RELEASE

Hair for Haiti

Douglas J Salons Raises Funds
to Support Victims of Earthquakes

CONTACT:

Emily Wenstrom
emily@m3group.biz
P 517 203 3333
C 517 614 5779

LANSING-----Philanthropic guests and employees of Douglas J worked together with massages, haircuts, blowouts and dress down days to raise funds to support Haiti.

The East Lansing-based company raised relief funds for Haiti throughout the month of February by encouraging guests to make donations at checkout and also by offering special opportunities to its employees, such as the ability to donate for the ability to wear jeans for a day. Together, the many Mid-Michigan branches of Douglas J Salons, eXchanges and Aveda Institutes raised \$3,234.78. The donations went to UNICEF.

“We feel it’s only right to do what we can to help out in this overwhelming situation. The initial shock may have worn off, but it will of course be a long time before Haiti’s recovery is over. Thank you to our guests and employees who supported this effort. Your donations will make a difference in the effort to rebuild Haiti,” said Scott Weaver, Douglas J president and co-owner.

Douglas J has a longstanding tradition of community activism. Their other initiatives include annual cut-a-thons at which Douglas J stylists volunteer their time and services for Locks of Love for hairpieces for children with medically-caused hair loss and for the homeless population to prepare them for job interviews and improve self-confidence and self-image (Haircuts for the Homeless). They also sell rings through Abuda Bajuda, a program that puts women in the African village of the same name creating rings made of Swarovski crystal by hand to support themselves. All proceeds from these rings go directly back into the village where they were made, educating the women on running small businesses, creating savings funds and supporting families as they begin startup businesses.

Douglas J is a regional company that runs spas, salons and cosmetology institutes in Ann Arbor, East Lansing, Grand Rapids, Lansing, Okemos and Royal Oak. The Aveda Institute is a highly esteemed institution that offers programs in cosmetology and esthology to prepare its students for careers in the salon industry. To learn more about Douglas J and the Aveda Institute, visit www.douglasj.com.

###