



**MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**

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**Hair Salons to Participate in Annual Cut-A-Thon to Benefit Unify Against Bullying!**

**Springfield, MA** – Hair salons are helping to make a difference in the fight against bullying, one haircut at a time! They are participating during the month of October which is National Bullying Prevention Month.

The salons will donate proceeds from haircuts, blowouts, and styling to the anti-bullying organization. Some salons will even offer temporary pink hair color — pink is the signature color of Unify Against Bullying.

Event participation ranges from a portion of proceeds from a one-day event to the whole month of October. Please contact these participating salons for more information; **Gasoline Alley**, 250 Albany Street, Springfield, 413-788-4078, **Posh Studio**, 1372 Allen Street, Springfield, 413-301-7476, **Salon Sage**, 1325 Springfield Street, Feeding Hills, 413-276-0428, **Siciliano Salon**, 1362 Westfield Street, West Springfield, 413-746-4641 and **Vivid Hair Salon**, 99 Elm Street, Westfield, 413-564-0062. Unify is grateful to the following salons for making a one-time donation; **New Decade Hair Designers**, 375 Franklin Street, Melrose and **Professional Barbers of Lowell**, 103 University Ave, Lowell. Their donations were matched by **LTI Business Solutions**, Boston.

This year, Unify is pleased to announce that the following Paul Mitchell Salons in New York will also be participating; **Adam & Eve Beaute Centre**, 1089 Main Street, Leeds, NY, 518-943-4461 and **Revelations Design Studio**, 115 Packetts Landing, Fairport, NY, 585-223-9485.

“It’s a fun event for a great cause, and everyone leaves the salon feeling and looking fabulous, each in their own unique way. We love how each salon is embracing Unify Against Bullying and being creative in their vision for the Cut-A-Thon,” said Unify executive director Christine Maiwald.

Unify Against Bullying is a tax exempt organization whose mission is to end bullying through the celebration of true diversity. The funds they raise provide grants for anti-bullying initiatives that benefit youth in schools and communities. They create and produce an annual all-inclusive fashion show and their “Selfie Challenge” is raising awareness globally to the silence associated with bullying. Unify high school students are educating younger students by giving presentations focused on what bullying is and how it impacts the person being bullied. To learn more about the organization, go to [www.unifyagainstabullying.org](http://www.unifyagainstabullying.org).

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