

CELEBRATE EARTH MONTH WITH AVEDA AND CLEAN OCEAN ACTION



Aveda's Global Network Hopes To Raise \$1.8 Million for Clean Water Rights

Together with the **Aveda Corporation**, salons across New Jersey and New York will host Earth Month events to benefit COA during April in support of making clean water a human right. This year, the focus of Earth Month is on making clean water available to all across the globe. Money raised will be donated to organizations working to support and preserve clean water. By raising funds and awareness for this cause, the Aveda network will leverage the support needed to help communities on both a local level, through funding local partners such as COA, and on a global level.

"Aveda is thrilled to be partnering with Clean Ocean Action as one of our Earth Month Partners. COA is a natural fit for our campaign to protect clean water and help our network improve water quality right in their own community," said Mary Tkach, Executive Director of Environmental Sustainability, Aveda.

Customers can also support Earth Month by purchasing a limited edition Aveda Light the Way™ candle; 100% of the proceeds of which will be donated to Aveda's global partner, Global Greengrants Fund.

Aveda's first ever "text message" cell phone action campaign makes it even easier for customers to take action. A "water" text message sent to the United Nations (dial 30644 in North America) during Earth Month will make strides in supporting clean water as a human right. Aveda employees will participate in COA's Beach Sweeps, and thousands of volunteers will "text" for clean water.

Aveda salons and spas will raise friends & funds for COA by selling water droplets in support of the Clean Ocean Zone (COZ).



Special Thanks to Earth Month Participants

During April, salons and spas will host cut-a-thons, raffles for product baskets, discounts on services, cocktail parties, and more to benefit COA. Contact these businesses to learn more about Earth Month happenings:

Ambiance Hair Design, Wildwood, NJ
Aveda, Rochester, NY
Belezza Spa & Salon, Toms River, NJ
Belliards Hair Design Studio & Spa, Cherry Hill, NJ
Cape May Day Spa, Cape May, NJ
Clique Salon & Spa, Burlington, NJ
Eclipse Salon for Hair, Tarrytown, NY
Euphoria & Hair Pzazz, Rochester, NY
Evolutions, Fairport, NY
Gullo's Hair Salon, Medford, NJ
Hair & Nail Creation, Absecon, NJ
Hair Cut, Hoboken, NJ
Hair Force, Rochester, NY
Hair Works, Clifton, NY
Imago Beauty Group, Hoboken, NJ
International Salon & Spa, Sparta, NJ
Jivana, Rochester, NY
Jo's Salon Diva, Galloway, NJ
Marlene Weber Day Spa, Poughkeepsie, NY
Michele for Hair, Buffalo, NY
Pure Energy Hair Studio, Nutley, NJ
Profiles, Glenwood, NJ
Robin's On Broadway, Hillsdale, NJ
Savage Creek, Ithaca, NY
Scruples, Webster, NY
Solutions Studio & Spa, Rochester, NY
Spark Hair & Makeup Center, Pleasantville, NY
Studio Salon, Geneva, NY
Talkin Heads, South Amboy, NJ
Tressage Salon & Spa, Brielle, NJ
Aveda Lifestyle Salon, New York, NY
The Botanical, Hillsdale, NJ
The Outlook Salon, Bridgeton, NJ
Thompson's Salon Spa, Shrewsbury, NJ
Tru Salon, Pittsford, NY
Visage, Oradell, NJ

Clean Water for All

The United Nations declared water to be a fundamental human right, essential to human life and something to which every person, rich or poor, man or woman, child or adult, is entitled. Yet, statistics show that more than two million people, many of them children, die every year from water-related diseases caused by lack of access to clean water and sanitation.

These alarming statistics do not only affect underdeveloped, third-world countries. In fact, industrialized areas of the world—such as the US, Australia, Japan, and the European Union—have revealed major issues of concern, including lack of water quality, diversion of water for animal grazing and agriculture, contamination from urban and agricultural runoff, and overfishing in oceans.

Earth Month Highlights

April 13 - Friday the 13th April Spook-A-Thon! Spa services, haircuts, and hair color. Hosted by Aveda Academy New York, 20 Vandam Street, NYC. Call (212) 524-2400 for information.

April 15 - Walk for Water, Valley Forge Park, PA. Call Aveda Services Southeast at (703) 535-8254 for details and to register.

April 23 - No Butts About It! Cigarette Butt Cleanup Along Canal Street, 9am-12:30am. Meet at 100 Avenue of the Americas, NYC. Hosted by Aveda Services East. To register, call COA at (732) 872-0111.



Pure Energy for Pure Water!

On February 25, **Pure Energy Hair Studio**, Nutley, partnered with COA at their Salon Today 200 Event, Donations and an auction benefited COA. Waves of thanks to owner Jennifer Bobal (center) and her team!