

# TONI&GUY®

HAIRDRESSING

NEWS

TONI&GUY

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**FOR IMMEDIATE RELEASE: January 25th 2010**

## **TONI&GUY: HEARTS FOR HAITI**

*Academy Division Unites in a Relief Fund*

Santa Monica, CA- In response to the recent earthquakes that have devastated the country of Haiti, TONI&GUY Academies across the country will unite in an effort to raise awareness and funds. Every Saturday in the month of February, every Academy will break the infamous TONI&GUY black and white dress code by suggesting staff and students make a suggested donation of \$5. TONI&GUY hopes to lend a helping hand in the humanitarian effort for the Haitian people. "This is not only a tragedy for the people of Haiti but rather a tragedy for the world! What matters most in this global community in the face of devastation is how quickly and effectively we respond," states President and COO of the Academy Division, Kenny Gibson. All donations as a result of the TONI&GUY effort will be made to the America Red Cross. "It is our hope and prayer that our efforts will help aid the families and victims of this natural disaster. If we can help even one family during this tumultuous time we will do just that," declares CEO and Owner, Bruno Mascolo.

TONI&GUY's Website, Facebook, and Twitter will be updated every Saturday to reflect the support from across the country.

To donate please visit <http://tinyurl.com/hearts4haiti>

Or text the word "HAITI" to 90999

### **About TONI&GUY**

TONI&GUY is an international company founded in London in 1963 by Mascolo Brothers, Toni, Guy, Bruno and Anthony. TONI&GUY has become a global brand with a reputation for artistic excellence in the hairdressing industry. With over 250 salons and academies worldwide, TONI&GUY is devoted to education through innovation. For more information, please visit [toniguy.com](http://toniguy.com).

### **About American Red Cross**

Since its founding in 1881 by visionary leader Clara Barton, the American Red Cross has been the nation's premier emergency response organization. As part of a worldwide movement that offers neutral humanitarian care to the victims of war, the American Red Cross distinguishes itself by also aiding victims of devastating natural disasters. Over the years, the organization has expanded its services, always with the aim of preventing and relieving suffering.  
[www.redcross.org](http://www.redcross.org)

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