



PRESS RELEASE

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Conservancy Recognizes Aveda Institute's Clean Water Efforts *Regional Earth Month efforts celebrated at Aveda Institute DC*

(WASHINGTON, D.C.)-- Aveda Institute students and staff gathered with Potomac Conservancy yesterday at the Aveda Institute DC in Chinatown to celebrate months of hard work on behalf of clean water. Aveda Institute students presented the Conservancy with a \$10,000 check in recognition of their Earth Month activities.



From August 2009 through April 2010, Aveda students organized fundraising events such as cut-a-thons at the Institute, "jeans days", a Walk for Water around the National Mall, and a grand finale hair and fashion show, *Liquid, Vapor, Ice*, at Josephine's lounge in the heart of the District. As part of Aveda Earth Month 2010, these events raised support and awareness for Potomac Conservancy—a 2010 Aveda Earth Month partner.

"Our mission is to give back to society," said Lali Munoz, the Institute's Guest Services Team Leader, "and [Earth Month] is a way for our students to get involved and see that Aveda is more than just 'hair'; it's about social responsibility."

This is the third consecutive year Potomac Conservancy has partnered with Aveda for Earth Month. All proceeds from regional Aveda Earth Month events benefit Potomac Conservancy and its work to protect the water quality, landscape, and wildlife of the Potomac River region. This year's Aveda Earth Month clean water campaign highlighted the fact that more than 1 billion people worldwide lack access to safe drinking water and raised over \$45,000 for the Conservancy.

"Earth Month is an opportunity to have fun and build a stronger partnership with a great organization. We are amazed by the level of enthusiasm Aveda Institute showed on behalf of clean water," commented Conservancy President Hedrick Belin, "The students and staff played an integral role in protecting the Potomac, and we are extremely grateful for their hard work."

Potomac Conservancy's partnership with Aveda helped encourage individuals in the DC metro area to protect the local water supply in their communities, with 80% provided by the Potomac River.

Each year throughout April, Aveda salon and spa professionals, employees and guests work together to raise funds for grassroots organizations that protect biodiversity and address environmental issues around the world. Earth Month focuses on a specified environmental topic each year, helping raise awareness around the issue, cultivate and educate supporters, and contribute funds to dedicated non-profit conservation organizations. Aveda has raised over \$14.2 million for environmental causes to date through its annual Earth Month campaigns.

About Aveda/Aveda Institutes

Aveda was founded in 1978 with the goal of providing beauty industry professionals with high performance, botanically based products that would be better for service providers and their guests, as well as for the planet. The Aveda Network is an integrated team of more than 6,500 salons, spas, institutes and stores in over 20 countries worldwide. Aveda Institutes provide a learning environment for future Aveda professionals that reflect Aveda's brand philosophy. The Earth Month celebration is an extension of Earth Day, April 22, and just one part of Aveda's corporate commitment to caring for our environment. Visit www.aveda.com for more information.

About Potomac Conservancy

Since 1993, the Potomac Conservancy has protected the health, beauty, and enjoyment of the Potomac River and its tributaries. Its conservation programs address the goals of improving water quality, protecting the river's scenic integrity, enhancing recreational resources, and building an informed and engaged constituency, using a range of tools, including restoration, permanent protection, advocacy, and citizen education and engagement. Visit www.potomac.org for more information.

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