



Contact: **Anne Hardy / Jon Feldman**
AHPR Group
212-496-6585

Gina Caruso
954-536-5552

Theckla Sterrett
Mountain Laurel Advertising
704-943-9860

FOR IMMEDIATE RELEASE:

**WORLD FAMOUS HAIRSTYLISTS LAUNCH NATIONAL
“HAIR CARE” PROGRAM OFFERING
FREE HAIRCUTS FOR THE UNEMPLOYED**

**“HAIR CARE” LAUNCHES IN CHARLOTTE
ON JUNE 13th AND JUNE 14th
AT DANIEL RIZZARDI’S *SECRETS* SALON, MYERS PARK**

Charlotte, N.C., June 12, 2009 -- Hair industry icon and former Artistic Director of Vidal Sassoon, Maurice Tidy, will be in Charlotte on June 13th-14th to launch his national “Live to Give” charitable organization, **Hair Care**, which partners with local salons in cities throughout the U.S. to give free haircuts and pre-interview style maintenance advice for those who have lost their jobs and are competing to find work. MoroccanOil, the international hair care leader, is joining Hair Care as a presenting sponsor.

The opening Hair Care event, the first of a national series, will be hosted by Mr. Tidy’s former Sassoon colleague **Daniel Rizzardi** at his Charlotte salon, *Secrets*, located in Myers Park, at 2314 Crescent Avenue (704-370-0102), on Saturday, June 13th and Sunday, June 14th, between 9 am and 5 pm. Over 25 local Charlotte stylists have already volunteered their services and are expected to create haircuts for up to 300 people. Services for both men and women will be performed on a first-come, first-served basis for the event.

“HAIR CARE” LAUNCHES IN CHARLOTTE

Page 2

“As the national unemployment rate has risen, so too has competition for existing jobs,” Maurice Tidy explains. “One in ten Charlotte residents are currently out of work and a professional appearance is essential to making a good first impression. Staying well groomed and appropriately dressed is critical for job hunters.”

Charleston-based **Maurice Tidy** and **Gina Caruso** conceived the idea for **Hair Care** after Gina joined the ranks of the unemployed and became acutely aware of how many sacrifices must be made when you lose the financial security of a regular paycheck. Maurice, relating to Gina’s struggles, said: “I have owned salons all over America, including those on Madison and Park Avenues in New York City and I have enjoyed an amazing career in the salon business in both London and America. Now, I want to give back. Gina and I are creating these programs nationwide to those who have been affected by this recession.”

Charlotte business owner **Daniel Rizzardi** is all too aware that his hometown has been hard hit by the recent economic downturn. He and **Maurice Tidy** worked together at Vidal Sassoon in London, and when he heard about **Hair Care**, he offered the use of his salon and stylists. “By hosting Hair Care here in Charlotte,” says Rizzardi, “we have an opportunity to help the community which has given us all so much over the years.”

Mr. Rizzardi’s work has been featured in *Vogue*, *Mademoiselle*, *Glamour*, *Coiffure de Paris*, *Salon Owner*, *Charlotte Magazine*, *the Charlotte Observer*, *Top of the Day*, and *PM Magazine*. He has been an instructor in both Europe and America and has owned a salon in Charlotte for thirty five years.

“HAIR CARE” LAUNCHES IN CHARLOTTE

Page 3

Moroccanoil, the presenting sponsor, is providing their full line of Argan Oil-infused hair care, treatment and styling products for the event. Charleston-based professional hair care distributor, **European Image Salon Services Inc.**, will provide hair color and additional styling products. Marketing and advertising by **Mountain Laurel Advertising**: www.mountainlaureladv.com. **Claudette Bryant** of the Talent Net Agency will provide makeup services. **Scott Bryant**, www.scottbryantphotographer.com, will photograph the event.

Other members of the community joining the project include: **Jaymes Bullet**, from International Sessions and Showtime Original Series *The “L” Word*, will be the DJ; Tents are provided by **Mike Stephens, Lorac Productions**; new paint for the salon was provided by **Tim Harmon**; Printing by **Wentworth Printing Corporation**.

###