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Bella Bethesda Salon Hosts Second Annual “Cut it for a Cause” Campaign

Week-Long Valentine’s Day Campaign to Benefit Locks of Love

Bethesda, MD (February 3, 2009) —Bella Bethesda Salon, which was recently named the best salon in Bethesda by the readers of *Bethesda Magazine*, will host its second annual “Cut It For a Cause” campaign this Valentine’s Day season. The week-long event will benefit *Locks of Love*, a non-profit organization which provides hairpieces to financially disadvantaged children under the age of 18 with medical hair loss due to disease, burns, and cancer.

From February 7 – February 14, Bella Bethesda Salon invites the community to donate at least 10 inches of hair to *Locks of Love* and in return the salon will offer a free hair cut, blow dry and a complimentary beauty makeover.

The week will kick-off on Saturday, February 7 with an official party hosted by Profound Beauty, which will feature free treatments, special retail promotions, and food throughout the day. Individuals interested in booking a free treatment on February 7 should call the salon at 301-718-9111.

“In the first year of our campaign, we were able to donate over 600 inches of hair,” said Stacy Dabney Ramirez, co-owner of Bella Bethesda Salon. “This campaign is so special to us and as a hair salon we feel honored to help a great organization like *Locks of Love*. The chance to make an impact in the lives of children is truly the best reward.”

During the second annual “Cut It for a Cause” campaign, ten percent of all product sales will also be donated to *Locks of Love* and monetary donations will be accepted throughout the week. For those interested in donating later in the year, Bella will offer a pledge board, so individuals can redeem their free makeover when their hair has reached the necessary length.

Locks of Love relies on volunteer donations to provide custom hair prosthetics, free of charge, to children whose families meet the *Locks of Love* Board of Directors guidelines. The organization, which began in 1998, has helped over 2,000 children since its first year of operation. Children comprise over 80 percent of the donors, making this a charity where children have an opportunity to help other children. For more details on *Locks of Love*, please visit www.locksoflove.org.

Bella Bethesda is scheduling appointments now for *Locks of Love Week*. Interested parties should visit www.bellabethesda.com or RSVP directly to stacy@bellabethesda.com or 301-718-9111. Elementary schools, local businesses and community members are invited to request “group appointments” for a worthwhile day of beauty.

Located in the heart of downtown Bethesda, Bella Bethesda Salon is owned and operated by sisters Lindsey Dabney Benitez and Stacy Dabney Ramirez. Bella Bethesda Salon is located at 4733 Elm St, 2nd floor, in downtown Bethesda, Maryland. For more information about Bella Bethesda Salon visit www.bellabethesda.com or call 301-718-9111.