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CONTACT:

Carrie Fox (301) 754-3614

carrie@cfoxcommunications.com

Bella Bethesda Salon Invites Community to “Cut it for a Cause”

Downtown Bethesda Salon Announces Week-Long Valentine’s Day Campaign to Benefit Locks of Love

Bethesda, MD (January 21, 2008) — This Valentine’s Day, Bella Bethesda Salon will offer the community an opportunity to show their love in a different kind of way. For those ready for a new look this New Year, the salon invites men, women and children to “cut it for a cause.”

From February 8 – February 15, Bella Bethesda (www.bellabethesda.com) will host a week-long campaign to benefit *Locks of Love*, a non-profit organization which provides hairpieces to financially disadvantaged children under the age of 18 with medical hair loss.

During that week, anyone who donates 10 inches of hair or more to *Locks of Love* will receive a free hair cut and blow dry with one of their experienced stylists, and a gift certificate for a beauty makeover with Bella Bethesda’s makeup artist. Ten percent of all product sales will be donated to *Locks of Love* and monetary donations will be accepted throughout the week, for those not quite ready to cut their “tresses”.

On the evening of Tuesday, February 12th, the salon will also host a community-wide celebration at the Salon for all those who pledged to help the worthy non-profit. Additional details on this event to follow.

“We are honored to be able to lend our space and talents to such a great organization as *Locks of Love*,” said Stacy Dabney Ramirez, co-owner of Bella Bethesda Salon. “This campaign allows us to help others in need as well as create new and exciting looks— the two things we love most!”

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*. Sororities, elementary schools, local businesses and community members are invited to request “group appointments” for a worthwhile day of beauty.

Interested parties should RSVP to stacy@bellabethesda.com or call 301-718-9111. The salon is located at 4733 Elm St., in Bethesda, directly across from Jaleo Restaurant, and above the Haagen Dazs ice cream store.

Located in the heart of downtown Bethesda, Bella Bethesda Salon is owned and operated by sisters Lindsey Dabney and Stacy Dabney Ramirez. The full service hair salon officially opened its doors on September 1, and celebrated with a grand opening in October. For more information, please visit www.bellabethesda.com