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Blake Austin College Beauty Academy Invites Area Stylists “Cut-for-a-Cause”

Vacaville, CA (August 24, 2012) - Blake Austin College Beauty Academy is gearing up to open its doors for area stylists and their clients to participate with our students, staff and clients at the upcoming event “Cut-for-a-Cause”. On September 16th, 2012, stylists from all over the world will be donating their time and 100% of the days profits to “Cut-for-a-Cause”. From noon to 4pm, stylists will be performing haircuts and shampoo-styles to help send a team of professional stylists to a poverty stricken area to train women to better themselves through beauty.

“Once I learned of this event and the positive impact it is having on women and their families, I decided that I would open my doors along with salons around the world for this special day,” says Joanie Reed, President and CEO of Blake Austin College. “Our 6,000 square foot cutting room floor has 70 chairs and a rockin’ sound system so we have the room to invite licensed stylists from area salons, donate our chairs and make it a party.”

More than 800,000 people are trafficked annually and more than 80 percent are women and girls with the average age of 13 years old. “Cut-for-a-Cause” is a program of The Trade, founded by the owners of Hattori Hanzo Shears. Old shears traded in by stylists are refurbished and the foundation donates these refurbished shears to women in poor countries, many of whom have been victims of human trafficking, and sends a team of stylists to train them to be hairstylists.

“Blake Austin College, wishes for our students, our staff, the community and the world as a whole the ability to experience freedom, empowerment and success,” says Reed. “We are very proud to take part in this wonderful event that fits perfectly with the college’s core values and mission and share this with others around the world.”

If you are a licensed stylist who would like to reserve a chair for the event, please call Michelle Trippi at 707-448-3100 or email michellet@blakeaustincollege.edu. Your phone call will reserve your chair for the afternoon at no cost to you. Donations are also being accepted on behalf of the foundation.

For more information on The Trade and the “Cut-for-a-Cause” event as a whole, visit www.plantashear.org. Information about Blake Austin College can be found on the web at www.BlakeAustinCollege.edu.

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