



SASSOON SALON

MEDIA ADVISORY -- MAY 2, 2009

USO Contact: Carrie Shaw (425) 344-1787

Sassoon Contact: Audrey Evensky (901) 292-2101

Military spouses of deployed soldiers to get hair makeovers Compliments of Sassoon Salon Seattle -- just in time for Mother's Day

Salon opens exclusively on Sunday for 50+ spouses

SEATTLE -- Sassoon Salon Seattle, in a first-time partnership with the USO, plans to open its downtown 5th Avenue salon exclusively for military spouses on Sunday, May 3, between 9:00 a.m. and 6:00 p.m. Sassoon experts will provide a day of complimentary hair cutting and coloring for 50+ women.

**MEDIA AVAILABILITY: Sunday, May 3 from 11:00 a.m. to 1:00 p.m.
 Sassoon Salon 1405 Fifth Avenue, Seattle
 (206) 623-3685**

"We've had a tremendous response to this event," says Don Leingang, executive director of the USO Puget Sound Area (USOPSA), "All week we've had spouses telling us that they are 'so excited and can't wait for Sunday to come.' The separation that families experience during deployments isn't easy. With Mother's Day coming, a day at Sassoon's Salon is a great way to show our support."

Todd McKay, the Salon Director for Sassoon Seattle, says, "Having only been in Seattle for a few months, it quickly became clear to us how vital the USOPSA is to the military families. Sassoon is excited to be able to contribute in such a hands-on way and offer this gift to the spouses of the deployed."

The Internationally acclaimed Sassoon recently opened its first salon in the Northwest in February 2009 – the first in the U.S. in 10 years and now one of 14 salons around the country. The USO Puget Sound Area serves one of the country's largest military communities, and is one of 130 USO affiliates worldwide. This is the first, of hopefully several times, that the USO will collaborate with Sassoon Salon for a special event in support of military members and their families.

Leingang added that the timing of Sassoon's gift and event could not be better. "The USOPSA recently supported 17 deployments for over 5,000 troops in just one week through our McChord USO Center. Over 25,000 troops will be deployed from this area over the next few months. Events like this make a difference," Leingang says.

Visit www.usopsa.org

For Sassoon, visit www.sassoon.com

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