



CHATTAHOOCHEE RIVERKEEPER[®]

Keeping Watch Over Our Waters

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APRIL 1, 2014

Aveda Commits to Raise Critical Funds for Chattahoochee Riverkeeper in Earth Month

ATLANTA – For the third consecutive year, Aveda is partnering with Chattahoochee Riverkeeper (CRK) in its clean water campaign during the month of April – Earth Month. We are excited that Aveda continues to select us as their Georgia charity of choice. Not only does this partnership bring critical funds to our water-related programs, it also expands the message that clean, plentiful water is a right not a privilege.

In this year's campaign "Protect Water, Change Lives," more than 40 salons and stores plan to participate in various Earth Month activities that bring awareness to the importance of local water resources. Activities include: special in-house salon specials, social media fundraising, a global cut-a-thon on April 7, as well as opportunities for clients to donate money to the campaign directly from their salon chair. Last year, their efforts resulted in a generous donation of \$57,000.

"We are so grateful for companies like Aveda who set the example for environmental leadership in the philanthropic community," said Sally Bethea, CRK executive director and riverkeeper. "They place value not only on the products they sell, but in the way that they give back to the community."

Aveda began its Earth Month activities in 1999, and the company has raised more than \$32 million for environmental projects. Over the past seven years, \$26 million specifically has gone to support clean water projects here and abroad. In Georgia, more than \$100,000 has been raised to protect the Chattahoochee River since the partnership began in 2010. This year's goal is \$68,000.

"We are thrilled to be working with CRK again," said Cindy Wade, owner of Salon Carcica in Buckhead. "Partnering with a local organization allows us to connect our clients to why this campaign is important – it is their water source."

For additional information and activities, check with your local Aveda salon or visit www.aveda.com.

About Chattahoochee Riverkeeper

CRK's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it. For more information, visit www.chattahoochee.org.

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