



INSERT YOUR COMPANY  
OR SALON LOGO HERE

*Contact* [your name]  
*Telephone* [your phone number]  
*Email* [your email address]  
*Website* [your salon's website]

FOR IMMEDIATE RELEASE  
[Date]

## [MAIN TITLE OF PRESS RELEASE IN ALL CAPS]

**Intro Paragraph** – This should explain what you did and how much money you raised. Keep it short (no more than 24 words).

**Additional paragraphs** (up to a maximum of three) – These should expand a little more on what you did. Aim to answer the four W's – What? Why? When? How?

**A quote** – This could come from you or the main fundraiser on your team.

[OPTIONAL]

**Additional paragraph** – This should outline the benefits to the clients and they loved it.

**A quote** – This should come from a client who was at your fundraiser and particularly enjoyed it or benefited from it.

**About your salon** – This should be general information about your salon e.g. how long it has been there, any specialisms you have, any information about the owners that could be of interest to journalists.

**Conclusion** - If you would like more information about [your fundraiser], please contact [your name] at [your phone number] or email at [your email address].

[ENDS]

### **About The Hairdressers' Charity**

The Hairdressers' Charity is dedicated to helping hairdressers in need. We offer financial support to individuals & their families facing illness, bereavement or financial hardship. As the industry's

charity, you can get involved and donate, support or fundraise, with every donation going directly to helping fellow hairdressers.

We recently helped a mother and her visually impaired son, who found themselves in emergency accommodation. After granting them a one-off amount towards furnishings, we made them beneficiaries to help them get back on their feet. Read more about the hairdressers we help on our social media pages and website.

**Find all the details:** [www.thehairdresserscharity.org](http://www.thehairdresserscharity.org)

**Follow us on social:**

Facebook & Instagram: TheHairdressersCharity

Twitter: TheHairCharity

#HelpingHairdressersInNeed

