



**NEWS RELEASE**

**CONTACT:** Apollo Day Spa and Wellness Center

[www.apollosalonspa.com](http://www.apollosalonspa.com)

207-872-2242

## **CLEAN WATER CHANGES LIVES**

**Local Aveda salon team undertakes fundraising for clean water  
in support of global \$5 million goal**

**Waterville ME April 22, 2013** – April is Earth Month at Aveda. In 2013 the botanical beauty brand committed to raising \$5 million for clean water and Waterville's very own Apollo Day Spa and Wellness Center is stepping up to support this effort, with its proceeds to benefit the Natural Resources Council of Maine, a nonprofit organization working to protect clean water here in Maine.

Apollo Day Spa and Wellness Center will be fundraising throughout the month of April. Most notably, on Earth Day, April 22, 2013 from 4PM – 7PM we invite you to come in and experience one of our amazing services or participate in our 24-hour global cut-a-thon. Aveda salons worldwide – from Tokyo, to Sydney, Moscow, London, New York and Minneapolis – will volunteer their time to offer salon and spa services in return for a donation to Earth Month, a simple and beautiful way for us and our guests to actively care for the environment.

In addition to raising money for clean water, Aveda salons will jointly attempt to set a Guinness World Record for the most money raised for a charity by haircuts in a 24-hour period.

Aveda professionals in more than 30 countries have collectively raised more than \$26 million for in support of Earth Month since the campaign's inception in 1999. Beginning in 2007, Aveda has donated Earth Month proceeds to organizations working to combat the clean water crisis – to date more than \$20 million have been directed to support hundreds of clean water projects on six continents. Funds raised by Apollo will benefit The Natural Resources Council of Maine – a local nonprofit charity who in addition to water resource protections, works to reduce toxic chemicals that threaten the health of Maine families and wildlife, decrease air and global warming pollution, and conserve Maine lands.

### **ABOUT AVEDA**

Founded in 1978 in Minneapolis, MN, Aveda creates high performance, botanically-based products for beauty professionals and consumers. The company continues to innovate in botanical technologies, drawing inspiration from the principles of green science with ancient Ayurvedic wisdom to develop performance-driven, plant-based hair, skin, body and make-up products, and a comprehensive menu of ritual-based treatments for head-to-toe beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty, having been the first privately-owned company to sign the Ceres Principles in 1989 (Coalition for Environmentally Responsible Economies) and the first beauty company in the

world to manufacture with 100 percent wind power<sup>1</sup>. Aveda was also the first beauty company to receive a Cradle To Cradle charter for its commitment to sustainable products, packaging and production. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised more than \$26 million to support environmental projects around the world.

More than half of the fastest growing and best-run salons in the U.S. are Aveda distributors<sup>2</sup>. Aveda products are available in Aveda Experience Centers and more than 7,000 professional hair salons and spas in more than 30 countries and at [www.aveda.com](http://www.aveda.com).

---

<sup>1</sup> Per a review of *WWD Beauty Report International* Top 100 Cosmetic Manufacturers' Corporate Websites in April 2007. The wind energy goes into a utility grid from which Aveda draws power.

<sup>2</sup> [2011 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)