

May 3, 2010

Dear Friend,

**Don't miss your chance to Help Cut out Cancer and HIV/AIDS!** This is your chance to join salons throughout the East Coast for the largest beauty industry fundraiser in the United States known as **HopeCuts 2010**. On September 19, 2010 stylists from the Mid-Atlantic will provide haircuts, makeovers and manicures at a fraction of the usual cost. All stylists donate their time and talent to help raise money to fight cancer and HIV/AIDS at City of Hope National Medical Center and Beckman Research Institute. **This event involves most of the best salons in on the United States and we want to add your salon to our group of incredible volunteers.**

**How it works ... HopeCuts** is a fund-raising event to support cancer and HIV/AIDS research at City of Hope. Top stylists donate their time and talent to offer participants the chance to receive a first rate hair cut or styling, make-up application or manicure (if available) at a fraction of the usual cost. All of the stylists are volunteers and the funds raised will go directly to City of Hope. The event is traditionally held on a Sunday to diminish the impact on your busy Saturday schedule. Each salon will be asked to recruit at least four volunteers and to take bookings for the event like any other day. All proceeds will benefit City of Hope. **HopeCuts** offers stylists a way to volunteer by utilizing their talents, in addition to bringing new customers into your shop for all the right reasons.

The benefits from supporting HopeCuts are incredible: **(Only four hours on Sunday September 19, 2010 are required)**

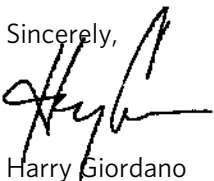
and are as follows:

- 1- Mention in promotion from our radio sponsor( if acquired in your area).
- 2- Listing in all five major salon trade magazines, ie. Modern Salon, American Salon etc. (this ad will appear in the October 2010 issue).
- 3- Listing in HopeCuts brochures and posters with a circulation of 400,000 people.
- 4- Promotional product giveaways for all volunteers who qualify.
- 5- Product gifts from manufacturer sponsors for those eligible.
- 6- Every salon will have the opportunity for self- promotion using their partnership with City of Hope, one of the largest and clearly the most effective cancer and HIV/AIDS Medical Center and Research Institute.
- 7- Every volunteer will know that they have helped thousands of patients who are unable to help themselves.

The City of Hope National Medical Center and Beckman Research Institute have long been recognized as a truly unique and valuable national health resource. For more than 95 years it has provided innovative medical treatment and breakthrough research on leukemia and other forms of cancer, diabetes, HIV/AIDS and many other life-threatening diseases.

Please take the time to fill out the enclosed participation form and return by July 30, 2010 and join the other top ranked salons that are committed to lending their energy to help win the war against cancer and HIV/AIDS. Please call me @ 1-800-344-8169 with any questions.

Sincerely,



Harry Giordano  
Senior Director of Development

