

Dear HopeCuts 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 2011**. On September 25, 2011, stylists from the mid-Atlantic United States 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 a majority of the best salons on the East Coast 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.

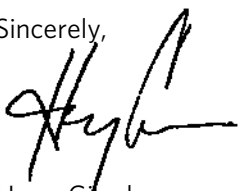
The benefits from supporting HopeCuts are incredible: **(Only four hours on Sunday September 25, 2011 or on a date of your choosing)** and are as follows:

- 1- Mention in promotion from our radio sponsor.
- 2- Listing on national website - www.hopecuts.org.
- 3- Promotional product giveaways for all volunteers who qualify.
- 4- Product gifts from manufacturer sponsors for those eligible.
- 5- VIP invitations to all pre-event parties and promotional events.
- 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 research facilities in the country.
- 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 almost 100 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, 2011 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