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[photo L–R: Winn Claybaugh, Leeza Gibbons, John Paul DeJoria, Donny Osmond, Angus Mitchell]

Paul Mitchell Schools Raise \$1.2 Million for Charity Star-Studded Event Celebrates Record-Breaking Campaign

(COSTA MESA, Calif. – April 25, 2010) – Despite continuing reports about the failing economy, future professionals from the nationwide Paul Mitchell beauty school network spent the months of February through April raising over \$1.2 million in their annual charity “FUNraising” campaign. In its seventh year, the annual campaign surpassed all previous records and brought the combined total to more than \$4.4 million.

For those who wonder why a group of students would be so passionate about raising money for charity, the answer lies in the organization’s unique culture, whose stated mission is to create “Happy, successful future professionals.”

“Giving back is a cornerstone of our philosophy,” says school Dean and Cofounder **Winn Claybaugh**. “Of course we teach the skills needed for a successful career, but we also teach the skills needed for a successful *life*, and those include being nice and giving back.”

Rather than seeking huge corporate donations, future professionals raised most of the money through grassroots events like cut-a-thons, hair shows, car washes, bake sales, and “Casual for a Cause” days, with donations averaging \$5 to \$10. The funds will be distributed to the Leeza Gibbons Memory Foundation, the Larry King Cardiac Foundation, Children’s Miracle Network, Food 4 Africa, and the schools’ own nonprofit organization, the Andrew Gomez Dream Foundation.

Claybaugh announced the results at a gala dinner at the Island Hotel in Newport Beach, California, on April 25, 2010. The event was hosted by Claybaugh and representatives from the sponsored charities, including radio and TV personality **Leeza Gibbons**, entertainer **Donny Osmond**, Paul Mitchell CEO and Cofounder **John Paul DeJoria**, and Paul Mitchell Co-owner and salon owner **Angus Mitchell**.

A packed audience cheered as the top ten FUNraising schools were announced. For the second year in a row, Paul Mitchell The School – Salt Lake City took top honors, raising \$73,104. The top 10 individual FUNraisers were also recognized at the dinner, along with winners of the

schools' recent "Why It's Cool to Be a Paul Mitchell Future Professional / Work at a Paul Mitchell School" YouTube video contest.

As a special surprise, Donny Osmond brought his band and sang several songs for the crowd. "When Winn Claybaugh contacted Marie and me with an offer to raise money for the Children's Miracle Network, we were surprised, to say the least," Donny said. "I was blown away when Winn told me that, due to all your hard work and the success of this year's FUNraising campaign, the check to Children's Miracle Network is not for \$100,000 as originally promised, but for \$200,000! Talk about over delivering, something I have come to expect from the Paul Mitchell family. You guys are amazing!"

Leeza Gibbons, who has been involved with the annual campaign since its inception, said, "Once again the future professionals from Paul Mitchell Schools exceeded all expectations, raising over \$1.2 million. This was after raising \$100,000 for Haiti relief just prior to this campaign. Year after year, these future professionals show up, lead by example, and inspire us all to make a difference in the lives of those who need help most. I feel so blessed to have the embrace of all the 'Paul Mitchell people' — simply the coolest people on earth!"

"What a delightful evening," added Paul Mitchell Chairman and CEO John Paul DeJoria. "Not just to have Donny Osmond, Leeza Gibbons, Larry King, and Winn Claybaugh take the time to individually take a photo with each of our 104 school owners, but to think that the great Donny Osmond was so appreciative for the donation to Children's Miracle Network that he brought his band in to do a fabulous performance for the whole crowd. These are some of the extra-exciting ways one sees how giving back truly pays back."

Additional special guests included *Biggest Loser* chef and cookbook author **Devin Alexander** (representing the Larry King Cardiac Foundation), Olympic gold medalist **Peter Vidmar**, *Survivor* finalist **Alexis Jones**, comedian **Kathy Buckley**, Invisible Children Cofounder **Bobby Bailey**, motivational speakers **Patrick John Hughes** and **Patrick Henry Hughes**, and Children's Miracle Network Vice President of Sponsor Relations **Rod Hamson**, who said, "This is truly a night I will always remember. Not only were the results of the FUNraising memorable, but the interaction of the future professionals with each other, their positive attitudes toward life, and the love that they have for what they do was truly reflected in their willingness to raise money for others. I left that night inspired by their energy."

Top 10 Schools

1. Paul Mitchell The School – Salt Lake City: \$73,104
2. Cosmetology Career Center, Dallas – A Paul Mitchell Partner School: \$60,354
3. Paul Mitchell The School – Chicago: \$50,212
4. North Haven Academy – A Paul Mitchell Partner School: \$48,200
5. Paul Mitchell The School – Houston: \$41,000
6. Paul Mitchell The School – Sterling Heights: \$37,471
7. Carolina Academy – A Paul Mitchell Partner School: \$35,000
8. Paul Mitchell The School – Port Huron: \$34,075
9. Parisian Beauty Academy – A Paul Mitchell Partner School: \$33,910
10. Paul Mitchell The School – Nashville: \$22,521

Top 10 Future Professionals

In addition to the thousands of cut-a-thons, fashion shows, bake sales, car washes, casual days, and other "FUNraisers" held by the schools, many future professionals raised money individually, asking for donations from family, friends, and everyone they knew. The top 10 future professionals received a trip to California, where they were recognized at the Magic of Memories Dinner.

Meagan Bailey - \$5,000
Paul Mitchell The School – St. George

Farrah Hassell - \$5,000
Paul Mitchell The School – Chicago

Stephen Sexton - \$5,000
Paul Mitchell The School – Lexington

Melissa Jennings - \$5,000
Paul Mitchell The School – Lexington

Antonio Pasin - \$4,700
Paul Mitchell The School – Chicago

Heather Poppe - \$3,450
Paul Mitchell The School – Chicago

Bryce Carey - \$2,753
Carolina Academy – A Paul Mitchell Partner School

Robert Lavato - \$2,500
Cosmetology Career Center, Dallas – A Paul Mitchell Partner School

Karen Patino - \$1,800
Hi-Tech School of Cosmetology – A Paul Mitchell Partner School

Rocio Chavez - \$1,680
Paul Mitchell The School – Houston

About Paul Mitchell Schools

At Paul Mitchell Schools, the teaching style is unique. They believe that education is an adventure and that the learning experience needs to be fun. When visitors tour a Paul Mitchell School, they notice something different—a positive learning environment everywhere they look. The culture within every Paul Mitchell School campus inspires confidence and success. Each school is a learning community that provides future professionals with the opportunities to develop essential skills while exploring their talents, passion, and creativity. Paul Mitchell School instructors—they call them ‘learning leaders’—are trained to draw out the artist in every student and prepare them to compete in the real world. Rather than concentrate only on the basic training needed to pass state licensing board exams, Paul Mitchell Schools provide a well-

rounded lifestyle education. Their experienced staff members are specially trained to help future professionals explore all of their creative and professional possibilities.

Established 30 years ago, the Paul Mitchell network is nearly 100,000 salons strong and in 81 countries worldwide. Every professional hairdresser knows the Paul Mitchell name. Prospective employers recognize Paul Mitchell Schools' commitment to quality and their reputation for innovation and excellence.

About the Leeza Gibbons Memory Foundation

The Leeza Gibbons Memory Foundation provides vital education, empowerment, and energy programming to an ever growing population of family caregivers and resources for those newly diagnosed with chronic illnesses through its intimate, community-centered *Leeza's Place* locations. www.LeezasPlace.org

About Children's Miracle Network

Children's Miracle Network creates miracles by funding medical care, research, and education that saves and improves the lives of 17 million children each year. Countless individuals, organizations, and media partners unite with the 170 Children's Miracle Network hospitals to help sick and injured kids in local communities. www.cmn.org

About the Larry King Cardiac Foundation

The Larry King Cardiac Foundation provides funding for lifesaving treatment for individuals who, due to limited means or no insurance, would otherwise be unable to receive the treatment and care they so desperately need. www.lkcf.org _

About Food 4 Africa

Food 4 Africa strives to supply at least one vitamin- and mineral-enriched meal each day to the children of South Africa, where more than a million preschool children do not receive sufficient food. www.food4africa.org

About the Andrew Gomez Dream Foundation

The Andrew Gomez Dream Foundation helps disadvantaged or hard-hit cosmetologists and cosmetology-related enterprises by providing educational opportunities, hurricane relief, and support in the fights against breast cancer, domestic violence, and other destroyers of self-esteem. <http://paulmitchell.edu/andrew-gomez>

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