



## Empire Beauty Schools Gearing Up for 5<sup>th</sup> Annual National Day of Beauty on October 24

*Cosmetology students raise funds, hope and awareness for victims of domestic abuse*

**October 2009** – Empire Beauty Schools, the nation’s largest provider of cosmetology education, together with its nearly 12,000 students, are teaming up with local women’s shelters and CUT IT OUT, a grassroots organization dedicated to helping those who suffer from domestic abuse, to raise funds for this ever important cause. On October 24<sup>th</sup>, 88 Empire Beauty Schools will donate 100% of proceeds raised from all hair, skin and nail services to local adopted shelters in their area through Empire’s anti-domestic violence program, *Empire Gives Back*. Likewise, all fundraising from August 1<sup>st</sup> through December 31<sup>st</sup> will benefit these shelters as well.

“It is our mission to raise a substantial amount of money to benefit these victims of domestic abuse, but to also educate our students and our Empire communities about domestic violence, its signs and where victims can find help,” says Frank K. Schoeneman, CEO and chairman for Empire Education Group. “Our students will also receive training instructing them how to positively respond to clients suffering from abuse, and guide victims towards the resources that will provide the hope, refuge and help they urgently need.”

In order to achieve this year’s goal:

- Students and staff are selling \$5 purple haircut coupon cards to student salon service customers for October 24<sup>th</sup>.
- Food, clothing and personal care items will be collected at schools to donate to each local shelter.
- Students have been given the incentive to sell big and win big: The more money each school raises, the more financial assistance it will receive for its Future Professionals Expo fund. (The Future Pros Expo is Empire’s ever-growing annual national student competition in Hershey PA.)
- Clients, students and staff have the opportunity the purchase donation circles for \$1 with all funds going directly to the local shelters.

Over the past four years, Empire has raised almost a half-million dollars through Empire Gives Back and National Day of Beauty. October is National Domestic Violence Awareness Month.

For more information on the Empire Gives Back Program visit: [www.empiregivesback.com](http://www.empiregivesback.com)

[Empire Education Group](#)

Empire Education Group provides quality in cosmetology education, offering students many of the finest training tools and facilities. For over 75 years, Empire has grown to become one of the largest providers of beauty and cosmetology education in North America. Empire's 94 accredited cosmetology schools in 20 states use exclusive Certified Learning in Cosmetology (CLiC) education curriculum; the company prepares students for successful careers in cosmetology (hair care, skin care, and nail care.)

Schools accredited under Empire Education Group include: [Empire Beauty Schools](#), [Concorde Academy](#), [European Academy](#), [The Hair Design School](#), and [Natural Motion Institute](#). For more information and a complete listing of all schools under the Empire Education Group name, visit: [www.empire.edu](http://www.empire.edu)

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