

UNLOCK HOPE

The founders, sponsors and industry-wide supporters of **Hairdressers**

Unlocking Hope celebrated a milestone November 4, as they put the finishing touches on 10 Habitat for Humanity houses and handed over the keys to families who lost their homes to Hurricane Katrina.

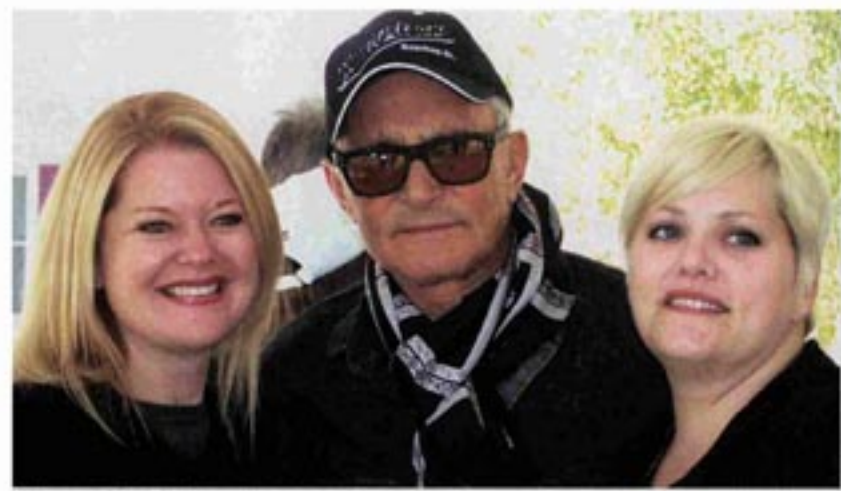
More than 200 people participated in the day-long event, which marked the completion of Phase One of a new community in Lacombe, Louisiana, of more than 20 new homes to be built by the hands and fundraising efforts of beauty professionals.

Vidal Sassoon and **Mary Rector-Gable** of behindthechair.com established the campaign, which has raised more than \$2 million to date, and drawn 15 corporate sponsors and donations from thousands of salon professionals and clients.

In an opening presentation, Vidal Sassoon said, "Today we see once more that hairdressers have such beautiful hearts. This is a joyful occasion—we are all doing something so worthwhile."

On hand to work side-by-side with the families were sponsors who had each raised the necessary \$85,000 to build a house. Teams from **Bumble and bumble**, **Chatters of Canada**, **Charles Penzone, Inc.**, **Equibal**, **John Allan's Clubs**, **Mizani**, **Neill Corp.**, **Paul Mitchell The Schools**, **PureOlogy**, **TIGI**, **Ratner Group** and **SportClips** all took part in the building and dedication ceremony, as did hundreds of volunteers from salons and other industry companies. Each family worked with the sponsor of their own home.

"The beauty industry has blessed all of us with opportunity," said Debra Neill Baker, president of **Neill Corp.** "So when you're given an opportunity to give back, you have an obligation to do so, and that's what we were able to do today."



Vidal Sassoon, with Mary Rector-Gable, and [unreadable] Neill Domain-Parker building houses on the Gulf coast.



With the recent completion of 10 homes, Hairdressers Unlocking Hope has completed the first phase of its goal to construct 20 houses.

The dedication ceremony was followed by block party celebration. New homeowner Wendell Cousin, who was appointed spokesperson for the families, told the crowd, "We are overjoyed, thrilled and relieved to move into our homes. To all my neighbors, welcome home—the best is yet to come."

For more information, visit www.behindthechairexchange.com/unlockinghope.