



FOR IMMEDIATE RELEASE

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Grooming Humans to Save Pets; Blo “24-Hour Cut-A-Thon” to Benefit SPCA

RALEIGH, N.C. –Twenty-four stylists working in shifts over 24 hours – all to help area puppies and kittens find good homes. Blo, an award-winning salon in Brier Creek, will host its fourth annual “24-Hour Cut-A-Thon” on January 30 and 31 to raise money for the SPCA of Wake County. For a minimum donation of \$40, the Blo design team will offer haircuts to humans from Sunday beginning at 10 a.m. through Monday at 10 a.m. One hundred percent of funds raised go to the Society for Prevention of Cruelty to Animals, a private nonprofit that strives to protect, shelter and promote the adoption of homeless animals.

Each year Blo staff researches worthy charities, selecting one in which to make a huge impact. The salon has donated more than \$33,000 in the first three years of its 24-Hour Cut-A-Thon. Blo selected the SPCA as this year's recipient, because it relies on private donations and is dedicated to creating a more humane community for adoptable animals.

While researching, they learned the sad truth that in Wake County alone, taxpayers spend more than \$2 million to round up, house and destroy more than 10,000 animals each year.

“The SPCA works hard to help area pets avoid that fate, and they don’t receive government funding in the process,” said Bryan Nunes, founder of Blo. “Grooming humans seems like the perfect way for Blo to help our furry friends.”

This year’s 24-Hour Cut-A-Thon will be the biggest yet. Blo underwent an expansion this year to become the largest hair salon in the state, increasing the number of styling stations from 16 to 32.

Appointments are now available by calling: 919-484-8600. Walk-ins also are welcome even at the most unusual hours. Participants have come from as far away as Virginia for this high-energy event.

Blo will raffle prizes all day with the grand prize winner receiving free haircuts for a year. Guests benefit from discounts on all Redken and Pureology hair care products, styling tools and accessories. All monies generated from haircut appointments, retail sales and gratuities are donated to the SPCA of Wake County, which will have select pets on hand throughout the day for adoption.

- **WHAT:** SNIP, SNIP GIVE 2011 – A Blo 24-Hour Cut-A-Thon to benefit the SPCA of Wake County
- **WHEN:** 10 a.m., Sunday, Jan. 30, 2011 until 10 a.m., Monday, Jan. 31, 2011
- **WHERE:** Blo, located in Raleigh’s Brier Creek Commons; 8451 Brier Creek Parkway
- **COST:** \$40 minimum donation
- **APPOINTMENTS:** 919-484-8600 (pre-paid)

Home to the region’s one and only 24-Hour Cut-A-Thon, Blo was recently named one of America’s top 100 salons by ELLE Magazine and is one of only three U.S. salons to receive the industry’s highest honor of a recent Global Salon Business Award. The salon’s reputation stands out in the fashion industry, hosting photo shoots for international beauty publications: Qvest, Modern Salon, Salon Today, American Salon and Passion Magazine. To complement these industry

honors, Blo was named to the Triangle Business Journal's 35 Best Places to Work in 2010. Grab your smart phone and book an appointment at <http://www.justblo.com>, or call (919) 484-8600.

Founded in Raleigh in 1967, the Society for the Prevention of Cruelty to Animals (SPCA) of Wake County is dedicated to creating a more humane community where every adoptable animal has a home. Each year the SPCA re-homes more than 3,000 animals through its innovative adoption programs and lost and found efforts. The SPCA is an autonomous organization that operates two animal shelters, and strives to provide education about responsible pet ownership and to reduce pet overpopulation through spay/neuter programs. Learn how you can help at <http://www.spcawake.org>.

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