

PRESS RELEASE

Contact: Mandi, Urban Roots Salon
Phone: (562) 904-8004

FOR IMMEDIATE RELEASE

Sad to see summer end? Lift your spirits by getting a stylish haircut and meeting international celebrity Fabio at Urban Roots Salon on September 28. And, you will be supporting a worthy cause. The salon's "end-of-summer cut-a-thon" benefits The Myositis Association, an organization fighting a rare muscle disease that attacks children, young adults and seniors. It weakens their muscles, often causes lung and swallowing problems, and eventually forces many of them to spend their later years in life confined to a wheelchair, needing assistance with the simple activities we take for granted.



Fabio will be at the Urban Roots Salon all afternoon to have his picture taken with those who want to help, and one lucky patron will win a dinner date with Fabio! Why is one of the world's favorite muscle men helping those with muscle weakness? Because Fabio has a very dear family friend who can no longer walk, must use a wheelchair to get around, and needs round-the-clock nursing care due to myositis. The Myositis Association (TMA) is an international nonprofit agency that provides support for myositis patients and funds research to find a cure. Fabio has volunteered his services to help those with myositis by helping to increase awareness of the disease and helping to raise funds for the fight against myositis.

Urban Roots Salon is pitching in, too. The salon is donating half of the cost of every haircut and 10 percent of product sales on September 28 to TMA. The goal of this spectacular cut-a-thon is to raise \$10,000 for the fight against myositis. This event includes live music, a DJ, professional bartenders, fabulous food, shopping opportunities and more!

Urban Roots Salon is located at 8312 Firestone Blvd. in Downey.

For information about myositis or an interview with TMA's executive director or a medical expert, call 540-256-1501.