



# MARKETING SOLUTIONS

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## **Eclips Salon & Day Spa Opens its Doors For October 28<sup>th</sup> Cut-A-Thon To Support Victims of September 11<sup>th</sup> Tragedy**

**McLean, VA** On Sunday, October 28, 2001, Eclips Salon & Day Spa in McLean, Virginia, will be holding a special Cut-a-Thon to benefit the victims of the September 11<sup>th</sup> Pentagon and World Trade Center disasters. They hope to also enlist a Blood Mobile to visit the salon and facilitate donations throughout the day. There will also be live entertainment provided by a DJ. Area restaurants and other local business establishments are expected to come out to support this cause. All donations and proceeds will be contributed to the Red Cross.

In the midst of the recent violence and terror, Eclips Salon & Day Spas will be doing their part to ease the transition back to normalcy. Eclips' professional salon teams will be volunteering their time and creative talent to offer services in exchange for charitable donations from the local community. They will provide regular priced services, including haircuts, blow dry hairstyles and facial hair removal services. They will also be accepting canned goods, clothing and other donations for this charitable relief effort.

Prizes and various gift certificates will be raffled off by area restaurants and stores, including numerous gift baskets. This Eclips Cut-a-Thon event will welcome walk-ins without appointments for new and regular clientele between 11:00 am and 4:00 pm on October 28th.

Diane Fisher, Owner and Founder of Eclips Salon and Day Spas, notes, "This has been a horrible tragedy and a devastating blow to our feeling of stability and safety here in America. Our personal freedom has been challenged! Since we are so close to the Pentagon, we all personally know many friends, neighbors and clients whose lives have been changed forever. Our hearts go out to everyone coping with the vast repercussions of this disaster. We at Eclips want to do everything we can to help both the survivors and the families of the victims. We have organized this fundraiser to help our community help itself."

This Eclips Cut-a-Thon is the perfect opportunity for anyone who is due for a haircut to update their look while donating to a great cause! Whether you want a trim or a totally new haircut, now is the time to step forward. The Eclips Salon and Spa team hopes to see many community members out supporting their country. Fisher adds, "Even if you are not due for a trim, please come out to have a good time and learn about our local businesses that are cooperating in this program. Any participation will be welcomed with a big smile and debt of gratitude."

Eclips Salons & Day Spas have grown to be extremely popular here in Northern Virginia, through endless word of mouth referrals and many national honors in both consumer and professional beauty trade publications. Eclips has recently been honored by *Salon Today Magazine* as one of 'The Top 200 Salons in the USA!' *Les Nouvelles Esthétiques* and *Dermascope Magazines* have recently awarded Eclips with 2001 'Salon of the Month' accolades. *Celebrity 101 Hairstyles Magazine* has honored them several times as 'One of the Top Day Spa Salons in the USA for 2001'. Locally, *Pathways*, *Washingtonian Magazine*, *Channel 3 Cable TV*, and numerous metropolitan area newspapers have applauded Eclips for their wonderful customer service, dedication to beauty and consistent community service programs. Fisher remains very proud of her staff for always giving something back to the community, for which they serve.

For a free haircare consultation and more information on this Eclips Salon & Day Spa Cut-a-Thon, call 703-821-0222 or visit 6661 Old Dominion Drive in McLean Virginia, 22101. Local restaurants, entertainers and other area businesses are welcome to come and join in this coordinated fundraising effort. Eclips has other locations in Burke and Ashburn, VA. They also recently opened the very first Eclips For Kids Salon & Spa, which specifically caters a variety of hair, skin, massage, hair removal and nail services for children up to 14 years of age. More information about Eclips Salons and Day Spas can also be found at [www.eclips-hair.com](http://www.eclips-hair.com).