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FOR IMMEDIATE RELEASE

1st ANNUAL CUT-A-THON TO BENEFIT ARCA
“Arté for ARCA...Opening Doors. Opening Hearts.”

January 11, 2010 Albuquerque, NM – Arté de la Mano will host the 1st Annual Cut-A-Thon with all proceeds benefiting ARCA. The event will be Sunday, February 7 from 12pm- 5:00pm and held at the Arté de la Mano Aveda Salon, 3600 NM Hwy 528. Guests can enjoy stylish and trendy haircuts with a \$20 minimum donation along with great entertainment and activities centered around Valentine’s Day.

“The folks at ARCA make it their mission to ensure the members of the community they serve are partaking, benefitting and contributing to society as a whole. It is their “Year of the Family,” owner Monica M’Danat shares. “It should be our everyday mission to bring the focus back to healing the earth by fostering that feeling of family and love for every one of its inhabitants. Valentine’s Day seems a perfect time to support others who believe in the same principles.”

Several local businesses have agreed to collaborate. There will be love themed art and teeshirts created with love, of course, by ARCA individuals. Visitors will have the opportunity to participate in a silent auction with many items provided by local participating businesses and artists. All proceeds will benefit ARCA.

Arté de la Mano is an Aveda Salon that believes in nurturing the body and soul. Talented stylists are available to provide all manner of salon and spa services, including massage and skin treatments. Recently they added Pearl Bright, offering affordable and revolutionary teeth cleaning. Owner Monica M’Danat believes all guests should be treated as family in a relaxed atmosphere with respect and abundant positive energy. Clients are invited to call Arté de la Mano Aveda Salon at 505/898-1105 to inquire about weekly specials and to make appointments. Log on to www.artedelamano.com today!

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