



**FOR IMMEDIATE RELEASE:**

**FOR FURTHER INFORMATION, CONTACT:**

Tiffany Neumann or Larry Oskin • Marketing Solutions, Inc. • PHN: 703-359-6000 • EML: [Tiffany@mktgsols.com](mailto:Tiffany@mktgsols.com)

## **Local Salon Schedules Cut-A-Thon For Oil Spill Relief Urban Roots Salon of Downey Lends A Hand In Protecting Coastal Waters**

**Downey, CA** Joining forces to help prevent a looming ecological disaster, Urban Roots Salon, located in Downey, CA, has joined Matter of Trust, an ecological public charity that assists in oil spill cleanup by promoting environmental sustainability. Together with the help of local Downey community members and their salon clients, Urban Roots Salon is holding a special Cut-A-Thon on Sunday, May 30<sup>th</sup> from 9 AM to 5 PM to collect hair clippings, nylon stockings and cash donations which will be donated to Matter of Trust.

The hair clippings will be made into oil spill cleanup mats and oil containment booms. Rosey Ibarra, owner of Urban Roots Salon, states, "All proceeds from this Cut-A-Thon will be donated to Matter of Trust to help aid in disaster relief such as the current spill that is threatening marshes and beaches along the Gulf Coast."

Phil McCrory, a hairstylist from Alabama, first discovered how hair could help soak up oil and aid in disaster relief after he noticed the fur on Alaskan otters was completely soaked with oil due to the 1989 Exxon Valdez spill. McCrory began testing how much oil he could collect with the hair clippings from his salon and from here he invented the hairmat to help clean up oil-contaminated waters. From this point on, Matter of Trust has been collecting hair clippings, sorting them and shipping the fibers off to nonwoven needle punch factories to make batches of hair mats used in oil spill relief. Matter of Trust also creates booms from loose hair that is stuffed into nylon stockings, which are then doubled up and tied together to surround and absorb oil.

According to Matter of Trust, "The U.S. has over 300,000 hair salons and each cuts an average of a pound of hair per day. By finding a local salon near you that is participating in our donor program you can help make a difference in the ecosystem and help prevent further damage from oil spills that continue to aggressively destroy coastal water ways."

Urban Roots Salon is a fresh, high quality hair salon without the attitude! The nationally respected salon will be featured in Glamour and Allure magazines next month noting, "Urban Roots Salon offers, high fashion hairstyles without the ego or cost! Always on the forefront of innovative hair fashion, Urban Roots has been recognized in LA as the 'Top Rated In City Search,' 'Top Haircolor & Highlights Salon,' 'Top 10 Salon for Men's Grooming & Hairstyling,' and 'Top Salon for Hair Extensions.' Here, you will receive high quality creative haircolor, haircuts and hairstyles from some of California's top licensed hairstylists."

For more information on hair mats and oil spill relief, visit [www.MatterofTrust.org](http://www.MatterofTrust.org). For a complimentary salon consultation or to find out how you can become a part of this national oil spill recovery program, contact Urban Roots Salon at 562-904-8004, email [Info@UrbanRootsSalon.com](mailto:Info@UrbanRootsSalon.com), and visit [www.UrbanRootsSalon.com](http://www.UrbanRootsSalon.com) or stop by their salon at 8312 Firestone Boulevard, in Downey, CA 90241.

###