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Donny and Marie Osmond Partner with Paul Mitchell Schools Singing Superstars Join Annual Fundraising Campaign

For the seventh consecutive year, the nationwide Paul Mitchell Schools network will spend the months of February through April raising money for charitable organizations. In 2009, the schools raised an all-time high of \$939,906, bringing their six-year total to nearly \$3.4 million.

Some of the top beneficiaries to date include:

Leeza Gibbons Memory Foundation	\$712,987
Larry King Cardiac Foundation	\$200,000
Habitat for Humanity	\$170,000
Food 4 Africa	\$150,000
NCA Disaster Relief Fund	\$138,000
Cancer Schmancer	\$100,000
Franciscan Haircuts from the Heart	\$95,000
City of Hope	\$87,000
Pancreatic Cancer Action Network	\$50,000
CUT IT OUT	\$25,000

Paul Mitchell Schools are proud that the cost incurred in raising \$3.4 million has only been \$53,444—an amazingly low 1.5%, especially compared to the national average of 25%.

This year they plan to surpass the million-dollar mark as they raise money for five organizations: Leeza Gibbons Memory Foundation, Larry King Cardiac Foundation, Andrew Gomez Dream Foundation, Food 4 Africa, and newcomer Children’s Miracle Network, represented by Donny and Marie Osmond.

“We’re very excited to welcome Donny and Marie Osmond and Children’s Miracle Network this year,” said Paul Mitchell Schools Dean and Cofounder Winn Claybaugh. “Their participation will definitely inspire our 10,000 future professionals as they take part in thousands of grassroots ‘FUNraisers,’ from cut-a-thons and car washes to fashion shows and charity balls. Donny and Marie will play a very active role in motivating and encouraging the future professionals throughout the entire three-month campaign.”

The Osmond family has been involved with Children’s Miracle Network since its inception in 1983. The charity, which began as a telethon in the Osmond studio, was co-founded and co-

hosted by singer and entrepreneur Marie Osmond, her family, and actor John Schneider. Over the past 26 years, the international nonprofit organization has raised more than \$3.8 billion for children's hospitals. "Children's Miracle Network is an organization I have always believed in," said Donny Osmond, who currently appears on TV's popular reality competition, *Dancing with the Stars*.

The Magic of Memories dinner, the highlight of the annual fundraising effort, will take place on Sunday, April 25, 2010, in Newport Beach, California. This year's dinner will be co-hosted by radio and TV personality Leeza Gibbons and John Paul Mitchell Systems CEO John Paul DeJoria, with additional support from Larry King, Donny and Marie Osmond, and representatives of the other supported charities. The event celebrates all of the participating schools while raising additional money.

Visit www.magicofmemories.com for more information.

About the Leeza Gibbons Memory Foundation:

THE LEEZA GIBBONS MEMORY FOUNDATION provides vital education, empowerment, and energy programming to an ever growing population of family caregivers and resources for those newly diagnosed with chronic illnesses through its intimate, community-centered *Leeza's Place* locations.

About the Larry King Cardiac Foundation:

THE LARRY KING CARDIAC FOUNDATION provides funding for lifesaving treatment for individuals who, due to limited means or no insurance, would otherwise be unable to receive the treatment and care they so desperately need.

About Children's Miracle Network:

CHILDREN'S MIRACLE NETWORK is a nonprofit organization that raises funds for more than 170 children's hospitals. Countless individuals, organizations, and media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research, and education that saves and improves the lives of 17 million children each year.

About Food 4 Africa:

FOOD 4 AFRICA is committed to supplying at least one vitamin- and mineral-enriched meal each day to the children of South Africa, where the HIV/AIDS epidemic has left countless numbers of orphaned children and more than a million preschool children do not receive sufficient food.

About the Andrew Gomez Dream Foundation:

THE ANDREW GOMEZ DREAM FOUNDATION was founded to honor a cosmetology student whose struggle against mental illness ended tragically in suicide. The foundation helps disadvantaged or hard-hit cosmetologists and cosmetology-related enterprises. Funds have provided educational opportunities, hurricane relief, and support in the fights against breast cancer, domestic violence, and other destroyers of self-esteem.