



FOR IMMEDIATE RELEASE

Contact: Gail Fink
PR Director | Paul Mitchell Schools
gailf@paulmitchell.edu
(858) 484-7854

(L-R) Kathy Buckley, Gary Sinise, Pauley Perrette, Marie Osmond, John Paul DeJoria, Fran Drescher, Winn Claybaugh, Earvin “Magic” Johnson

Paul Mitchell Schools Raise \$1.7M for Charity

12th Annual Gala Includes Magic Johnson, Fran Drescher, Marie Osmond, Gary Sinise, Pauley Perrette, Leeza Gibbons & Kathy Buckley

(BEVERLY HILLS, Calif. – May 5, 2015) The results are in! After three months of cut-a-thons, fashion shows, princess parties, and thousands of other “FUNraising” events, the 14,000 Future Professionals and staff members from 110 Paul Mitchell cosmetology schools raised \$1.7 million in their 2015 FUNraising campaign. Proceeds will benefit 11 major nonprofits and several smaller charities chosen by Paul Mitchell Schools in their local communities.

A starlit backdrop set the stage for the 12th annual FUNraising Gala at the Beverly Hilton in Beverly Hills, CA. Co-hosts **Pauley Perrette** of *NCIS* and **Winn Claybaugh**, dean and cofounder of Paul Mitchell Schools, introduced the 11 charities and their representatives, including **John Paul DeJoria** (Food 4 Africa), **Magic Johnson** (Magic Johnson Foundation), **Fran Drescher** (Cancer Schmancer), **Marie Osmond** (Children’s Miracle Network Hospitals), **Gary Sinise** (Gary Sinise Foundation), **Dolph Lundgren** (CAST, the Coalition to Abolish Slavery and Trafficking), **Kathy Buckley** (No Limits), and **Seth Maxwell and Eden Sassoon** (The Thirst Project).



Paul Mitchell Schools’ Dean and Cofounder **Winn Claybaugh** says, “Over the past 12 years that we’ve been raising money for a variety of charities, I’ve learned that we must always keep our hearts and intentions in the right place. Whether our businesses are highly profitable or below our projections, we must continue to be a part of Generation G—the G stands for generosity. I firmly believe in the law of attraction, meaning that what we put out there comes back to us, so we will always put good thoughts, words, and actions out to the universe.”

In addition to revealing the grand total raised, the event also acknowledges the top 10 FUNraising schools and other major contributors, such as the Advanced Academy educators who donate their time and talent to the campaign, and the winners of the annual “First 100” contest. For raising at least \$3,000 individually, these students and staff members attended the Gala and “meet and greet” photo op plus a day of hands-on education with Paul Mitchell Editorial Director **Lucie Doughty** and international educator **Fumi Eguchi**.

2015 Gala Highlights

In recognition of her longstanding commitment to the FUNraising campaign, the 2015 Andrew Gomez Compassionate Service Award went to *Celebrity Apprentice* winner **Leeza Gibbons**. During the first eight years of the FUNraising campaign, Leeza partnered with the schools and received over \$1 million for the Leeza Gibbons Memory Foundation (now known as Leeza’s Care Connection). “Seeing my name on an award next to the name Andrew Gomez gave me chill bumps because I have such respect and reverence for his legacy and the genesis of this event,” Leeza said. “I am proud, humbled, and more committed than ever as I put this award in a place of the highest honor in my life.”



Paul Mitchell Cofounder and Chairman **John Paul DeJoria** acknowledged the schools’ longtime support for Food 4 Africa, an organization close to his heart. He also introduced **Earvin “Magic” Johnson** to talk about the work done by his **Magic Johnson Foundation**. “Thank you for being there for all of us, caring about this world, wanting to make a change in this world,” Magic said. “Thank you, thank you, and thank you from the bottom of my heart.” To date, the schools have donated \$780,000 to Food 4 Africa

and \$530,000 to the Magic Johnson Foundation.

Referring to his new movie, *The Skin Trade*, actor **Dolph Lundgren** said, “I have two daughters, 13 and 18, and I had to get into the space of how would I feel if those were my daughters. . . . I started thinking, *How can I help out?* . . . I want to thank you guys for helping CAST. You make a huge difference!” To date, Paul Mitchell Schools have donated \$100,000 to CAST.





In their after-school programs for deaf and hearing-impaired kids, No Limits helps children develop language through tools such as their theme-inspired cowboy and jungle classrooms. “Now we have the most important room ever,” said comedian and motivational speaker **Kathy Buckley**. “The Paul Mitchell room! Our kids are going to learn a whole new language about nails and hair and shampoo.” To everyone’s delight, Kathy welcomed three adorable guest

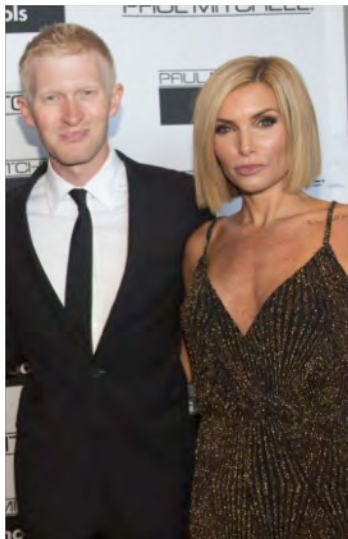
speakers. “These kids just started this year and they had no language,” Kathy said. “Ashley, do you have something you want to say?” Ashley replied, “Do you want to have a haircut?” To date, Paul Mitchell Schools have donated \$666,575 to No Limits.

Thirst Project founder **Seth Maxwell** and **Eden Sassoon**, daughter of Vidal Sassoon, spoke about the global water crisis and how the FUNraising campaign can help. “This is the most incredibly generous, loving, warm community and family of people in the world,” Maxwell said. “You have a chance to make a radical difference in someone’s life and you’ve done that.” To date, Paul Mitchell Schools have donated \$125,000 to the Thirst Project.

Fran Drescher described a new program made possible by Paul Mitchell Schools’ support. “With your help, you’ve given us wings to pursue our Detox Your Home program, which is so important, and especially for young people.... It’s fun, it’s informative, and it helps kids start thinking about what foods they’re eating.” To date, Paul Mitchell Schools have donated \$680,000 to Cancer Schmancer.

Speaking on behalf of Children’s Miracle Network Hospitals, cofounder **Marie Osmond** said, “Every minute, 62 children enter a children’s hospital These miracles happen because of your passion and dedication to help and save these beautiful babies’ lives. We are honored that you support us and I am honored to be in this room full of magnificent

hearts.” To date, Paul Mitchell Schools have donated \$1.1 million to Children’s Miracle Network Hospitals.



Habitat for Humanity partner homeowner **Yvette Nelson** described her journey and shared her story. A recovering addict with 19 years of sobriety, and a mother of three who lost one son to homicide, she now works for a Skid Row organization that helps people with mental illness and AIDS. “I’m really grateful that I’m going to live the American Dream,” she said. “Life is okay. It doesn’t matter where you are; it’s how you live it. Habitat for Humanity has been awesome to me. It’s not a handout, it’s a hand up.” To date, Paul Mitchell Schools have donated \$370,000 to Habitat for Humanity.



Representing the foundation bearing his name, **Gary Sinise** appeared with U.S. Army Staff Sergeant **Travis Mills**, a wounded hero who lost both of his arms and legs while on active duty. “Freedom is a precious, precious thing and there are sacrifices being made every day for that freedom we all enjoy,” Sinise said. “We could never do enough for the men and women who defend and serve our country; we can always do more, and that’s what you’re doing here at the Paul Mitchell Schools.” To date, Paul Mitchell Schools have donated \$510,000 to Gary Sinise Foundation.



Actress **Betty White** has attended several Paul Mitchell Schools’ FUNraising Galas on behalf of Morris Animal Foundation but was unable to attend this year. She sent a video message, saying: “I’m sorry I can’t be with you tonight, but I want to say thank you from the bottom of my heart ... for supporting Morris Animal Foundation and all of the worthy causes that benefit from your generosity.” To date, Paul Mitchell Schools have donated \$620,000 to Morris Animal Foundation.

2015 Top Ten FUNraising Schools

1. Parisian Beauty Academy, A Paul Mitchell Partner School	\$61,080
2. Paul Mitchell The School Jacksonville	\$56,837
3. Paul Mitchell The School Las Vegas	\$42,770
4. Paul Mitchell The School Michigan	\$39,009
5. The Temple, A Paul Mitchell Partner School	\$37,500
6. Paul Mitchell The School St. Louis	\$35,580
7. Paul Mitchell The School San Diego	\$33,484
8. Paul Mitchell The School North Haven	\$31,409
9. Paul Mitchell The School Honolulu	\$31,313
10. Paul Mitchell The School Gastonia	\$30,692

Top Beneficiaries to Date

Children's Miracle Network Hospitals	\$1,100,000
Leeza Gibbons Memory Foundation	\$1,002,987
Food 4 Africa	\$780,000
Cancer Schmancer	\$680,000
No Limits	\$666,575
Morris Animal Foundation	\$620,000
Magic Johnson Foundation	\$530,000
Gary Sinise Foundation	\$510,000
Larry King Cardiac Foundation	\$300,000
Dolly Parton's Imagination Library	\$150,000

RELATED LINKS

www.PaulMitchellSchoolsFUNraising.org

2015 FUNraising Gala Facebook photo album:

<http://on.fb.me/1FaT7ju>

Newscard images (photographer: Allen Berezovsky):

<http://newscard.com/event/V7Cg2>

The Trend LA video clips:

<https://www.youtube.com/channel/UC2sltmXmYDjf2VpnkrEkJ7w>

ABOUT PAUL MITCHELL SCHOOLS

At Paul Mitchell Schools, we believe that education is an adventure and the learning experience needs to be fun and well rounded. Our courses focus on important technical skills and business knowledge with an emphasis on social and community responsibility. Our learning leaders are trained to draw out the artist in our students and prepare them to enter their chosen careers as community-conscious salon and spa professionals. Through our annual “FUNraising” campaign, we’ve raised and donated over \$15.2 million in support of many charitable causes. We’ve built homes with Habitat for Humanity, fed thousands of African orphans, and supported the victims of AIDS, breast cancer, homelessness, abuse, and hundreds of other causes.

Established 35 years ago, the Paul Mitchell network is nearly 100,000 salons strong and in 81 countries worldwide; every professional hairdresser knows the Paul Mitchell name. Now, with the arrival of Paul Mitchell Schools, we’ve taken the world of cosmetology education by storm! Visit www.paulmitchell.edu to learn more.

ABOUT THE 2015 SUPPORTED CHARITIES

Andrew Gomez Dream Foundation was founded to honor a successful Paul Mitchell School graduate whose struggle against mental illness ended tragically in suicide. The foundation helps cosmetology students, graduates, their families, 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.

Cancer Schmancer Movement, founded by Fran Drescher, is an education and advocacy organization dedicated to saving lives through prevention and early detection of cancer. By empowering ourselves and the people we love to become medical consumers, listen to our bodies, ask the right questions of our doctors, and seek second opinions, we can prevent cancer and, if we still end up with it, detect cancer in its earliest stages.

Children’s Miracle Network Hospitals raises funds for 170 children’s hospitals across the United States and Canada, which, in turn, use the money where it’s needed the most. Since 1983, Children’s Miracle Network Hospitals has raised more than \$4.7 billion, most of it \$1 at a time, all in support of the mission to save and improve the lives of as many children as possible.

CAST (Coalition to Abolish Slavery and Trafficking) aims to assist persons trafficked for the purpose of forced labor and slavery-like practices and to work toward ending all instances of such human rights violations.

Food 4 Africa is committed to supplying at least one vitamin- and mineral-enriched meal each day to the children of Southern Africa, where the HIV/AIDS epidemic has left

more than 6 million orphaned children. In South Africa alone more than a million preschool children do not receive sufficient food.

Gary Sinise Foundation serves and honors our nation's defenders, veterans, first responders, their families, and those in need by creating and supporting unique programs that entertain, educate, inspire, strengthen, and build communities. One such program is RISE (Restoring Independence and Supporting Empowerment), whose flagship initiative is a custom Smart Home building project for severely wounded veterans. Each home is customized to ease daily challenges and help restore independence with features like retractable cook tops, cabinets and shelving, elevators, and more, all accessible via an iPad.

More than 1.6 billion people live in substandard housing. **Habitat for Humanity** is an international nonprofit organization whose vision is a world where everyone has a decent place to live. Since 1976, Habitat has helped more than 5 million people through home reconstruction, rehabilitation, and repairs and by increasing access to improved shelter through products and services.

Morris Animal Foundation is a nonprofit organization that invests in science that advances veterinary medicine for companion animals, horses, and wildlife. It is a global leader in animal health science, and its funding helps more species in more places than that of any other organization in the world.

Magic Johnson Foundation supports educational empowerment through HIV/AIDS awareness, college access, and digital literacy.

No Limits offers a one-of-a-kind national theatre group and an after-school educational program that enhance confidence and communication skills for low-income deaf children while providing underserved deaf children with the leadership and academic skills to be college ready.

The Thirst Project is the world's leading youth water activism organization. In just six years, The Thirst Project has mobilized more than 300,000 students and young people who have raised over \$8 million, 100% of which has been used to build freshwater wells in 12 countries, giving more than 260,000 people safe, clean water.

###