

# PRAVANA™

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## ROCK THE CURE: PRAVANA PROMOTES NATIONAL CUT-A-THON

In between boxing matches and UFC fights, Mandalay Bay Hotel and Casino in Las Vegas is known for hosting many knockouts. Well, on July 11, Mandalay Bay will be the site of another KO event. This time, world-renowned biomedical research and treatment center, City of Hope, will honor PRAVANA Founder and President, Steve Goddard, with the Spirit of Life Award for his dedication to knocking out cancer! And you can win a chance to attend the Spirit of Life Awards Gala by hosting your own in-salon Rock the Cure National Cut-A-Thon on May 18!

Although not a coordinated, one-day only event—you can host a Cut-A-Thon before or after May 18—PRAVANA is encouraging salons all across the country to donate proceeds from a day of salon services to City of Hope. “Bringing together the stylist community and encouraging participants to use their talents for this deserving cause is especially important to me,” says Steve.

In order to participate, visit City of Hope’s website to register. From there, City of Hope will give you all the tools you need to promote and participate in the event. When you submit your salon’s donations to Rock the Cure before or on June 8, you will be enrolled in a chance for two tickets to Las Vegas to attend not only the Spirit of Life Awards Gala but also the North American Hairstyling Awards (NAHA) on July 12.

Since launching the PRAVANA NEVO line and partnering with City of Hope in 2012, PRAVANA has raised more than \$213,334 for cancer research. To match their donations, SalonCentric will also donate \$200,000 to City of Hope this year! Leading up to the event, a Rock the Cure collection will debut at SalonCentric stores nationwide, including PRAVANA’s NEVO Intense Therapy Leave-In Treatment, and products from Pureology, Redken, Matrix, Mizani, L’Oréal Professionel and Essie, with profits all benefiting City of Hope.