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THE STARS COME OUT FOR CHARITY

Betty White, Fran Drescher, Donny and Marie Osmond,
Magic Johnson, Gary Sinise, Megyn Price, and Kathy Buckley Join
Paul Mitchell Schools' 2013 "FUNraising" Campaign

For the tenth straight year, the nationwide network of Paul Mitchell beauty schools are spending the months of February through April raising money for charitable organizations. Their goal: to take their 10-year total over the \$11 million mark by raising \$2.5 million this year. Their partners: A host of superstar celebrities representing 11 spectacular charities.

"We are absolutely thrilled that **Betty White, Donny and Marie Osmond, Gary Sinise, Magic Johnson, Fran Drescher, and Kathy Buckley** have joined us again this year," said Paul Mitchell Schools Dean and Cofounder **Winn Claybaugh**, "and we are so excited to add actress **Megyn Price** to our 'FUNraising' family. Each of these incredible individuals will play an active role in motivating and encouraging our 16,000 future professionals as they participate in thousands of grassroots events, from cut-a-thons and car washes to fashion shows and charity balls. Our partners are members of an elite group of wonderful celebrities who've supported us in the past, including **Dolly Parton, Larry King, Vidal Sassoon, and Leeza Gibbons.**"

In 2012, the schools raised a record-breaking \$2.5 million, bringing their nine-year total to over \$8.5 million. This year, they've set their sights on the \$2.5 million mark again, to benefit 11 organizations:

- Children's Miracle Network Hospitals, represented by Donny and Marie Osmond
- Morris Animal Foundation, represented by Betty White
- Fran Drescher's Cancer Schmancer Foundation
- Magic Johnson Foundation, represented by Earvin "Magic" Johnson
- Gary Sinise Foundation, represented by Gary Sinise
- American Humane Association, represented by Megyn Price
- No Limits, represented by comedian/motivational speaker Kathy Buckley
- Food 4 Africa, represented by John Paul DeJoria

- Boys & Girls Clubs of America
- Habitat for Humanity Haiti, in honor of Vidal Sassoon
- Andrew Gomez Dream Foundation, the schools' own nonprofit organization

Returning to the campaign for their fourth year, **Children's Miracle Network Hospitals** founders **Donny and Marie Osmond** said, "We all have a responsibility to give back and help others. The way they've reached out locally to the 170-plus Children's Miracle Network Hospitals with their love, service, and passion, Paul Mitchell Schools have shown that giving back is not just about raising money."

Emmy-award winning TV star and animal activist **Betty White** has served on the **Morris Animal Foundation** board of trustees since 1971. Since its inception in 1948, the foundation has funded more than 1,600 humane animal health studies. Today, its funding supports more than 200 animal health and welfare research studies each year at the world's most respected research institutions, colleges of veterinary medicine, and zoos. Betty is a trustee and the organization's president emeritus, and she has sponsored nearly 30 health studies for the foundation. "I appreciate the recognition that Morris Animal Foundation has received from Paul Mitchell Schools," she said. "The animals whose lives you're saving also thank you."

Fran Drescher, TV's "The Nanny" and star of *Happily Divorced*, participated in the 2009 and 2012 campaigns on behalf of **Cancer Schmancer Movement**, which she founded to help ensure that women's cancers be diagnosed while in stage 1, when they are most curable. "Paul Mitchell Schools are a shining beacon of what a responsible 21st-century company should exemplify," Fran said. "Their commitment toward philanthropy and the greater good is unsurpassed."

Actor **Gary Sinise**, known as *Forrest Gump's* Lieutenant Dan and *CSI: NY's* Detective Mac Taylor, returns for the second year with his Gary Sinise Foundation, which helps build custom "smart homes" for severely wounded veterans. Gary said, "Thank you for helping us serve and honor our nation's defenders, veterans, first responders, and their families. God bless you all!"

Basketball legend **Earvin "Magic" Johnson**, founder of the **Magic Johnson Foundation**, also returns for the second year. Magic says, "Community is what I believe in; it is what the Magic Johnson Foundation stands for. Partnering with Paul Mitchell Schools on their FUNraising campaign shows what can happen when people truly work together and believe."

Deaf comedian and motivational speaker **Kathy Buckley** has long been a friend to Paul Mitchell Schools, appearing at their annual Las Vegas Caper educational retreat for the past few years and speaking at numerous schools throughout the country. "Paul Mitchell Schools have made a huge difference with your FUNraising in blessing the lives of others," Kathy said. "Here at No Limits, you're giving low-income families and their deaf children hope, dreams to come true, and the confidence to strive for a better life. These kids work hard and it is people like you who give them the support to succeed."

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A newcomer to the Paul Mitchell Schools FUNraising campaign, actor-director **Megyn Price** is probably best known for her role as Audrey Bingham on the hit CBS sitcom *Rules of Engagement*. Megyn also serves as a National Ambassador and Hero Dog Awards judge for the American Humane Association. Her love of animals and children goes way back: she grew up in Oklahoma with five sisters, two brothers, 20 chickens, and a cat. “I am so moved and inspired by the Paul Mitchell Schools’ FUNraising program and their generosity toward American Humane Association,” Megyn said. “So many lives, human and animal alike, will be profoundly impacted by your beautiful contribution.”

The FUNraising Gala dinner, the highlight of the annual campaign, takes place on Sunday, May 5, 2013, at the Beverly Hilton in Beverly Hills, California. This year’s gala will be co-hosted by **Winn Claybaugh**, John Paul Mitchell Systems Chairman and CEO **John Paul DeJoria**, Paul Mitchell Co-owner **Angus Mitchell**, with additional support from **Betty White**, **Fran Drescher**, and representatives of the other supported charities. The event celebrates all of the participating schools while raising additional money.

Paul Mitchell Schools proudly report that the cost incurred in raising the \$8.5 million has been less than 4%, an amazingly low amount compared to the national average of 25%. “At our Paul Mitchell Schools, we are proud of our commitment to raising money and awareness for a variety of causes and organizations,” Winn Claybaugh says. “We do not spend \$300,000 to raise \$1 million. Last year, our Paul Mitchell future professionals raised \$2.5 million, and we gave \$2.5 million to our beneficiaries.”

Some of the top beneficiaries to date include:

Leeza Gibbons Memory Foundation	\$1,002,987
Children’s Miracle Network Hospitals	\$650,000
Food 4 Africa	\$480,000
Morris Animal Foundation	\$320,000
Larry King Cardiac Foundation	\$300,000
Cancer Schmancer	\$280,000
No Limits	\$256,250
Franciscan Haircuts from the Heart	\$195,000
Habitat for Humanity (Vidal Sassoon, Hairdressers Unlocking Hope)	\$170,000
NCA Disaster Relief Fund	\$169,000
Dolly Parton’s Imagination Library	\$150,000
Magic Johnson Foundation	\$130,000
Gary Sinise Foundation	\$130,000
City of Hope	\$87,000
Pancreatic Cancer Action Network	\$50,000
Erik Weihenmayer’s No Barriers	\$25,000
CUT IT OUT	\$25,000

Visit www.paulmitchellschoolsFUNraising.org for more information.

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About Paul Mitchell Schools

At Paul Mitchell Schools, we believe that education is an adventure and the learning experience needs to be fun. Our instructors—we call them “learning leaders”—are trained to draw out the artist in every student and prepare them to compete in the real world. Through our annual “FUNraising” campaign, we’ve raised and donated millions of dollars 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 over 30 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 Supported Charities

- **Children’s Miracle Network Hospitals** create miracles by funding medical care, research, and education that saves and improves the lives of 17 million children each year. Countless individuals, organizations, and media partners unite with the 170 Children’s Miracle Network Hospitals to help sick and injured kids in their local communities.
- **Morris Animal Foundation** helps animals enjoy longer, healthier lives and advances health and welfare research that protects, treats, and cures companion animals, horses, and wildlife worldwide.
- **The Magic Johnson Foundation** supports educational empowerment through HIV/AIDS awareness, college access, and digital literacy.
- **The Gary Sinise Foundation** helps build custom-designed “smart homes” for our nation’s most severely wounded warriors while supporting active duty service members, veterans, first responders, and the children and families of our fallen.
- **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.
- **No Limits** offers a one-of-a-kind national theatre group and an after-school educational program that enhance the confidence and communication skills for low-income deaf children, as well as provides underserved deaf children with the leadership and academic skills to be college ready.

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- **Food 4 Africa** is committed to supplying at least one vitamin- and mineral-enriched meal each day to children in South Africa, where the HIV/AIDS epidemic has left countless numbers of orphans and more than a million preschool children do not receive sufficient food.
- **Habitat for Humanity** has worked in Haiti for more than 27 years. Prior to the earthquake, Habitat had provided housing solutions for more than 2,000 families in Haiti. Soon after the earthquake, Habitat set a goal of serving 50,000 families over five years, helping them move toward safer, more secure, permanent places to call home. To date, Habitat's construction activities have benefited more than 40,000 families. Paul Mitchell Schools are supporting Habitat Haiti in honor of Vidal Sassoon.
- **American Humane Association** is the nation's oldest humane organization with a 135-year-old history. They exist as the nation's voice for protecting millions of children and animals each year from abuse and neglect through groundbreaking programs, training, and services. Today, they are also leading the way in understanding human-animal interaction and its role in society.
- **Boys & Girls Clubs of America** provide a safe place to learn and grow – all while having fun. In every community, boys and girls are left to find their own recreation and companionship in the streets. An increasing number of children are at home with no adult care or supervision. Young people need to know that someone cares about them. Boys & Girls Clubs offer that and more through programs and services that instill a sense of competence, usefulness, belonging, and influence. Great futures are started each and every day at Boys & Girls Clubs.
- **The 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.

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