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Six Superstar Celebrities Join Paul Mitchell Schools' 2011 Fundraising Campaign

For the eighth consecutive year, the nationwide network of Paul Mitchell beauty schools will spend the months of February through April raising money for charitable organizations. In 2010, the schools raised an all-time high of \$1.2 million, bringing their seven-year total to over \$4.6 million.

This year they plan to raise \$1.5 million for seven organizations: Leeza Gibbons Memory Foundation, Children's Miracle Network Hospitals, Andrew Gomez Dream Foundation, Food 4 Africa, Fran Drescher's Cancer Schmancer Foundation, and newcomers Morris Animal Foundation, represented by Betty White, and Dolly Parton's Imagination Library.

"We're so excited to welcome Betty White and Dolly Parton this year, and we're thrilled to welcome Leeza Gibbons, Donny and Marie Osmond, and Fran Drescher back again," said Paul Mitchell Schools Dean and Cofounder Winn Claybaugh. "All of these incredible superstar celebrities will play an active role in motivating and encouraging our 12,000 future professionals as they take part in thousands of grassroots 'FUNraisers,' from cut-a-thons and car washes to fashion shows and charity balls. They've also joined an elite group of wonderful celebrities who've supported us in the past, including Larry King and Vidal Sassoon."

Leeza Gibbons, whose Leeza Gibbons Memory Foundation has been a supported charity since the FUNraising campaign began, says, "If I could start all over, I swear I would sign up to be a student at the Paul Mitchell Schools. These future professionals prove over and over again that they are committed to using their talents and passion for the greater good, and they really know how to spread the love!"

Returning to the campaign for the second year, Children's Miracle Network Hospitals founders Donny and Marie Osmond said, "In our family, we were raised to believe we all have a responsibility to give back and help others. We feel like we've found an extended family in Paul Mitchell Schools. From last year's generous donation (twice the amount they originally promised) to 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 the organization’s president emeritus and she has sponsored nearly 30 health studies for the foundation. “Partnering with Paul Mitchell Schools is such a wonderful opportunity to help advance the health and well-being of our animal friends,” she said. “On behalf of Morris Animal Foundation, thank you.”

Country music superstar Dolly Parton founded the Imagination Library in 1996, to benefit the children of her home county in east Tennessee. She wanted to foster a love of reading among her county’s preschool children and their families, and she wanted to ensure that every child would have books, regardless of their family’s income. “All of the wonderful folks at Paul Mitchell Schools love kids as much as I do, so it is an honor to work with them to bring the joy of books to kids all over America,” Dolly said.

Fran Drescher, TV’s “The Nanny,” participated in the 2009 campaign on behalf of her Cancer Schmancer Movement, which she founded to help ensure that women’s cancers be diagnosed while in stage 1, when they are most curable. “I’m so happy to be part of the Paul Mitchell fundraising effort,” she said. “Together, through education, prevention, and policy change, we are going to see a healthier tomorrow. And thanks to you guys, it will be a more beautiful one, too.”

The Magic of Memories dinner, the highlight of the annual fundraising effort, takes place on May 1, 2011, in Newport Beach, California. This year’s gala event will be co-hosted by radio and TV personality Leeza Gibbons and John Paul Mitchell Systems CEO John Paul DeJoria, with additional support from Dolly Parton, Betty White, Donny and Marie Osmond, 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 \$4.6 million has been just \$68,462—an amazingly low 1.5%, especially compared to the national average of 25%. “At our Paul Mitchell Schools’ family, we are very 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 \$1.2 million, and we gave \$1.2 million to our beneficiaries.”

Some of the top beneficiaries to date include:

Leeza Gibbons Memory Foundation	\$812,987
Larry King Cardiac Foundation	\$300,000
Children’s Miracle Network	\$200,000
Habitat for Humanity	\$170,000

Food 4 Africa	\$250,000
NCA Disaster Relief Fund	\$154,000
Cancer Schmancer	\$100,000
Franciscan Haircuts from the Heart	\$125,000
City of Hope	\$87,000
Pancreatic Cancer Action Network	\$50,000
CUT IT OUT	\$25,000
Kathy Buckley's No Limits	\$20,000

Visit www.magicofmemories.com for more information.

About Paul Mitchell Schools

At Paul Mitchell Schools, the teaching style is unique. They believe that education is an adventure and that the learning experience needs to be fun. When visitors tour a Paul Mitchell School, they notice something different—a positive learning environment everywhere they look. The culture within every Paul Mitchell School campus inspires confidence and success. Each school is a learning community that provides future professionals with the opportunities to develop essential skills while exploring their talents, passion, and creativity. Paul Mitchell School instructors—they call them ‘learning leaders’—are trained to draw out the artist in every student and prepare them to compete in the real world. Rather than concentrate only on the basic training needed to pass state licensing board exams, Paul Mitchell Schools provide a well-rounded lifestyle education. Their experienced staff members are specially trained to help future professionals explore all of their creative and professional possibilities.

About the Supported Charities

THE LEEZA GIBBONS MEMORY FOUNDATION (through its signature program, LEEZA’S PLACE) provides caregivers and their loved ones impacted by chronic illness with support, guidance, and referrals as well as a calendar full of programs designed to educate, empower, and energize.

CHILDREN’S MIRACLE NETWORK HOSPITALS® raises funds for 170 children’s hospitals across North America, which, in turn, use the money where it’s needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children’s Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

MORRIS ANIMAL FOUNDATION helps animals enjoy longer, healthier lives. We advance health and welfare research that protects, treats, and cures companion animals, horses, and wildlife worldwide.

DOLLY PARTON'S IMAGINATION LIBRARY inspires a love of reading and a love of books by gifting a brand-new book each month to over 600,000 preschool children. By working with local sponsors, Dolly has now mailed over 30 million books in her efforts to encourage all children to Dream More, Learn More, Care More, and Be More!

CANCER SCHMANCER MOVEMENT, founded by Fran Drescher, is a nonprofit organization dedicated to ensuring that all women's cancers be diagnosed while in stage 1, when they are most curable.

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.

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.