



FOR IMMEDIATE RELEASE

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Paul Mitchell Schools FUNraising Campaign Launches New Web Site

The Paul Mitchell Schools FUNraising Campaign launched a new version of its Web site this week. The new site includes a complete history of the seven-year “FUNraising” campaign, which has raised and donated over \$4.6 million to a variety of charitable organizations.

In accordance with the campaign’s commitment to keep administrative costs low, the team who created the new site donated their time and talent to the project. Web developers Blind Acre Media of Columbus, Ohio, and well-known writer and editor Gail Fink, who also manage the Paul Mitchell Schools Web site, newsletters, and other publications, developed the new FUNraising site free of charge.

“In our seven years of FUNraising, every dollar raised has gone directly to the charities,” said Paul Mitchell Schools Dean and Cofounder Winn Claybaugh. “We have no overhead: no salaries, no rent, and no utilities. Our accountants, attorneys, and board of directors all donate their time, and we are extremely grateful to all of them. As a result of their incredible generosity, our FUNraising expenses are little to none: the cost incurred in raising the \$4.6 million has been just \$68,462—an amazingly low 1.5%, compared to the national average of 25%. In other words, we don’t spend \$100 trying to raise \$200!”

The original Web site included information about the annual Magic of Memories Dinner, a gala event that celebrates all of the participating schools and announces the FUNraising total for the year. Claybaugh notes that the new site “tells the complete history of our FUNraising campaign, introduces our celebrity partners and the organizations we raise money for, and explains where the money goes and how it is used.”

A “fan favorite” on the new site is last year’s highlights video, featuring singing superstar Donny Osmond entertaining at the 2010 event. The new site also includes downloadable press releases for the media; photo albums showing how the talented and creative Future Professionals and staff members raise the money; video and audio messages from this year’s celebrity partners Betty White, Dolly Parton, Donny and Marie Osmond, Fran Drescher, and Leesa Gibbons, who has been with the campaign since its inception; and a timeline showing the campaign’s history, including photos and quotes from past partners Larry King, Vidal Sassoon, and more.

“We’re especially excited about an upcoming feature: an online donation portal, so people can contribute directly to their chosen charities through the Web site,” Winn adds.

The 2011 campaign kicks off on February 1. Visit www.paulmitchellschoolsfundraising.org for more information.

About the Paul Mitchell Schools FUNraising Campaign:

Making Magic Happen by Raising Money and Awareness for Worthwhile Organizations. Each year, Future Professionals from Paul Mitchell Schools across the country team up to “FUNraise” for charitable organizations. With grassroots, dollar-by-dollar events like cut-a-thons, fashion shows, bake sales, and “Casual for a Cause” days, they’ve raised over \$4.6 million to build homes for needy families, feed hungry kids, and support the victims of AIDS, cancer, homelessness, hurricanes, abuse, and more. The 2011 campaign kicks off on February 1. Visit www.paulmitchellschoolsfundraising.org 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.

Established 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. Prospective employers recognize Paul Mitchell Schools’ commitment to quality and their reputation for innovation and excellence. Visit www.paulmitchell.edu to learn more.

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