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Pure Concept Salon & Spa Raises Money for Earth Month!

Cincinnati, Ohio April 2, 2010 - Join Pure Concept Salon & Spa for the 2nd annual **Walk for Water** at Winton Woods on Sunday, April 18th from 11 a.m. – 2:00 p.m. All proceeds from this event will be donated to Sierra Club. The Registration fee is \$10 per person and t-shirts are available for \$20. Walkers can register at www.avedawalkforwater.com.

The walk will be 4 miles, which represents the average distance that many women in developing countries have to walk daily to reach clean water. The walk is expected to draw a crowd of over 100 people so be sure to bring your family, friends and even pets!

The local Sierra Club's primary mission is to find solutions to prevent sewer overflows and polluted storm water runoff and to protect the Ohio and Little Miami Rivers. Local fundraising and awareness efforts help protect local waterways, promote organic farming, empower communities and help make clean water accessible to everybody, everywhere!

In addition to the walk, Aveda will be raising funds by selling certified organic French lavender soy wax "Light the Way" candles for a donation of \$12. By donating, customers can support Aveda's global efforts to help make clean water accessible to all. Aveda hopes to raise \$1.2 million from candle sales. In addition, Pure Concept Salon will be donating an array of services to be auctioned off at their annual Bid & Buy fundraiser.

About Pure Concept Salon & Spa

Pure Concept Salon & Spa was founded in 1994. They are a full-service [Aveda Lifestyle](#) Salon and Spa located in Kenwood on Montgomery Road and in Deerfield Towne Center in Mason. As an Aveda Salon, Pure Concept is committed to wellness, the environment

and the community. They support many non-profit organizations, from no kill animal shelters and social service groups to Earth Day, Cystic Fibrosis, Breast Cancer and Every Child Succeeds. Visit www.pureconceptsalon.com for a location near you.

For an interview with Pure Concept Salon & Spa, contact Julie M. Rose at 513.321.6632 or Julie@mahanadvertising.com.

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