

LYNNWOOD, WA, October 02, 2013 **/24-7PressRelease/** -- Elle Marie has been in the forefront of the October pink hair craze since 2007 as ladies (and a few brave men) proudly display their support for breast cancer awareness by wearing pink hair extensions all month long. Requesting a small donation of just \$10, to date Elle Marie has raised over \$17,000 toward the cause. This money was distributed to a couple different cancer charities through a pink hair program organized by their hair extension supplier. This year Elle Marie is switching gears and going with a more local approach by raising and distributing funds themselves.

Now through October 31st, for a minimum \$10 donation guests can visit any of Elle Marie's locations in Lake Stevens, Lynnwood and Mill Creek to receive a pink hair extension as part of their new Pink Hair 2 Save a Pair breast cancer awareness fundraiser. All money raised will be distributed to Snohomish County residents selected by Elle Marie's management team based on submitted nomination forms. To better support this overall effort, including their commitment to other local charities such as Everett-based Queen, It's a New Day, Elle Marie is excited to announce the launch of the Elle's Angels Foundation.

"In 2012 we opened our third salon, all in Snohomish County. Given our commitment to the region, and the staying power of the pink hair trend, we felt it was time to revamp our approach to fundraising and create our own foundation in an effort to support those in need right here in our community," said Marketing Director Jody Bossert.

"After reaching out to my friends and family for ideas of different local organizations to donate our efforts to, I realized everyone had a story," adds Operations Director Lorry Green. "Their mom, grandma, sister, themselves...everyone knows someone who has been affected by the disease. Those people deserve a break and with the help of their community, we might have the ability to provide that for them. That is why the Elle's Angels Foundation formed the Pink Hair 2 Save a Pair campaign."

Although breast cancer is no laughing matter, there is an obvious effort in the Breast Cancer Awareness community to embrace life and the lighter side of the topic without dwelling on the more somber realities of the situation. To keep with that theme, Elle Marie's styling team welcomed the fun and quirky Pink Hair 2 Save a Pair name when it was suggested by one of their own. The design for the logo includes a font that keeps with that lighter theme, paired with a giant military-looking 2 stenciled in the middle to signify the fundraising mission the salon is committed to. To drive engagement with the Pink Hair 2 Save a Pair effort, Elle Marie is encouraging guests to post photos of their pink hair on social media sites along with the #PH2SAP hashtag.

Elle Marie Hair Studio Stays Local with New Approach to Pink Hair Breast Cancer Awareness Fundraising

Written by Australian Business

Guests who know of a deserving friend or family-member who has been touched by breast cancer in some way or another are encouraged to complete a Pink Hair 2 Save a Pair nomination form, available at each salon or online at <http://www.EllesAngels.org> . Completed forms can be dropped off at any salon or scanned and e-mailed to

lorry@ellemariehairstudio.com

. All nominations must be received by November 1, 2013.

Elle Marie Hair Studio is very committed to cancer fundraising efforts. In addition to their pink hair fundraising drives, Elle Marie has raised money for the Mary Kay Foundation with \$10 buzz cuts at the Everett Aquasox's Pink at the Park Day and sponsors teams in the Susan G. Komen 3-Day for the Cure walk and Relay for Life.

According to the American Cancer Society (ACS), breast cancer is second only to skin cancer as the most common cancer in the United States among women. It follows lung cancer as the second leading cause of cancer death in women. Slightly less than 1 in 8 women will have invasive breast cancer sometime during her life. The chance of dying from breast cancer is about 1 in 36 (about 3%). Breast cancer death rates have been declining. This is probably the result of early detection and better treatment. Right now there are approximately 2.8 million breast cancer survivors in the United States, including those women still being treated and those who have completed treatment. About 232,340 women will be diagnosed with invasive breast cancer in 2013. About 64,640 new cases of carcinoma in situ (CIS) will be found (CIS is non-invasive and is the earliest form of breast cancer). Sadly, breast cancer will claim the lives of about 39,620 women this year.

For more information about the Elle's Angels Foundation or the Pink Hair 2 Save a Pair fundraising drive, visit <http://www.EllesAngels.org> .

Elle Marie Hair Studio is a Redken Elite salon with three locations serving Snohomish County. They carry the Redken, Pureology and Sexy Hair product lines as well as So.Cap. and Hotheads hair extensions and Keratin Complex hair smoothing. Elle Marie is consistently named to Salon Today Magazine's list of the Top 200 Salons in America as well as the Top 5 of Evening Magazine's Best of Western Washington contest. Visit them online at <http://www.ElleMarieHairStudio.com>

, call (425) 640-6555 or e-mail

Info@ElleMarieHairStudio.com

.