



EMPIRE BEAUTY SCHOOLS RAISE OVER \$45,000 IN ONE DAY TO SUPPORT LOCAL NATIONAL DOMESTIC VIOLENCE VICTIMS

Annual 'National Day of Beauty' event raised funds to support local shelters in 21 states.

Empire Beauty School's across the country are doing what they can to support the fight against domestic violence. In one day, students and faculty raised over \$45,000 for over 100 local women's shelters across the country with Empire's annual National Day of Beauty event.

On October 12, 2013, each of Empire's 110 school locations opened its doors to women, men and children of all ages for haircuts, coloring, nail services and more. **100% of the proceeds** from the beauty services that took place on this day will benefit local domestic violence shelters in each school's community.

Consider this: In the U.S., every nine seconds a woman is assaulted or beaten. Domestic violence affects one in every four women. Domestic violence can happen to anyone of any race, age, sexual orientation, religion or gender and affects people of all socioeconomic backgrounds and education levels. Three victims on average are murdered every day by an abusive partner.

These sad, stop-you-in-your-tracks statistics are the impetus behind Empire Beauty Schools' dedicated efforts in support of this cause. But the good news is that amazing work is being done to provide real help to victims by shelters around the country. These local lifelines, which are vastly underfunded across the board, are the first line of defense for women and children in their communities and are doing crucial work every day. Every Empire Beauty School in the country supports a local shelter and is committed to being a part of the solution.

"I could not be prouder of the work our staff and students have done to make this event such a success," says Franklin K. Schoeneman, CEO, Empire Education Group. "Knowing that we are continuing to do our part to support these vital organizations in our local communities is one of the most fulfilling aspects of my job and I know that all of our students share in this pride."

In addition to fundraising, Empire Beauty School also supports the Cut It Out program, a curriculum designed to teach cosmetologists how to recognize the signs of domestic abuse. Whether through a shared confidence or visible signs of abuse, hairdressers are often faced with this issue and without training, are unsure how to respond. Empire Beauty School trains students on how to comfortably point victims to the National Domestic Violence Hotline.

All Empire schools also support their local shelters throughout the year with additional fundraisers and free salon services for shelter residents and their children. Empire Education Group also offers educational endowments to any shelter residents interested in attending beauty school.

October is National Domestic Violence Awareness Month. For more information visit:
www.empiregivesback.com

Empire Education Group

Empire Education Group provides quality in cosmetology education, offering students many of the finest training tools and facilities. For nearly 80 years, Empire has grown to become one of the largest providers of beauty and cosmetology education in North America. Empire's 109 accredited cosmetology schools in 21 states use exclusive Certified Learning in Cosmetology (CLiC) education curriculum; the company prepares students for successful careers in cosmetology (hair care, skin care, and nail care.)

Schools accredited under Empire Education Group include; [Empire Beauty Schools](#) and [The Hair Design School](#). For more information and a complete listing of all Empire Education Group schools, visit: www.empire.edu