



Beauty Changes Lives Experience SHOUT YOUR BEAUTY! Sponsorships Announced

Scottsdale, Ariz. (January 15, 2016) – The *Beauty Changes Lives* Foundation is offering an immersive menu of sponsorship opportunities that provide beauty and wellness manufacturers and media with an opportunity to shout their support for the beauty and wellness industry. Several philanthropic-minded industry leaders have already committed their support to the *Beauty Changes Lives* Experience, including founding media sponsor *Modern Salon*, Bellus Academy, CND, Massage Envy, MUD, and Wella.

Held at Chicago's iconic Soldier Field, the *Beauty Changes Lives* Experience on Saturday, March 12, the *Beauty Changes Lives* Experience will introduce an industry-wide campaign inviting manufacturers and individuals to shout their beauty at the event, through social engagement, and at special events throughout 2016. Package sponsorships are available at multiple levels and complement the venue. Home to the Chicago Bears, the *Beauty Changes Lives* Experience is the first beauty event to be hosted at this historic stadium. A glamorous take on tailgating sponsorship opportunity will allow VIP patrons to "pre-game" at Soldier Field. A variety of sponsorship levels offers benefits that include exposure at the event, as well as online and social opportunities that extend beyond the event. Custom sponsorships are available.

"So many of last year's event sponsors have already shared their support for the larger *Beauty Changes Lives* Experience, and we look forward to working with these philanthropic-minded partners to celebrate and support NEXTGEN talent," said Lynelle Lynch, president of the *Beauty Changes Lives* Foundation and owner of Bellus Academy.

The *Beauty Changes Lives* Experience is presented in partnership with America's Beauty Show by Cosmetologists Chicago and Pivot Point International. Sponsors committed to the 2016 event include:

- Founding media partner *Modern Salon*

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- Bellus Academy
- CND
- Massage Envy
- Mizani
- MUD
- Redken Matrix
- Wella

Why get involved? Wella has been a long-time partner and supporter of *Beauty Changes Lives*' mission to build awareness of the extraordinary career opportunities available in the beauty and wellness industry and supports BCL scholarships. "Wella's Hairdressers at Heart Program (HAH) works closely with the Beauty Changes Lives Foundation in an effort to elevate the hairdressing profession by providing stylists beneficial opportunities and tools to grow and succeed in their careers. Wella believes pursuing a career in beauty will change your life and we support industry partners who believe the same, said Victoria Gallo, director of Wella's school program. "As Wella's VP of Education Fabio Sementilli says, 'Education is the cornerstone of excellence in our industry.'"

Get Involved! A menu of *Beauty Changes Live* Experience sponsorship opportunities is available in addition to custom sponsorship opportunities. To learn more, please contact Suzanne Mulroy at Suzanne@beautychangeslives.org. For event details please visit www.SHOUTYOURBEAUTY.com.

About Beauty Changes Lives

The Beauty Changes Lives Foundation is a 501(c)(3) created by the American Association of Cosmetology Schools to build awareness of the extraordinary career opportunities available in the beauty and wellness industry and massage therapy. The Foundation also organizes and participates in numerous philanthropic fundraisers that shine the spotlight on the charitable initiatives of the beauty and wellness community. www.beautychangeslives.org.

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