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Glamour on the Gridiron: "SHOUT YOUR BEAUTY!" at Chicago's Soldier Field, March 12, 2016

A party with a purpose pays tribute to beauty legends and new leaders

CHICAGO – March 1, 2016 – Chicago's Soldier Field will be the most glamorous football stadium in America as The 4th Annual *Beauty Changes Lives* Experience rewrites conventional notions of beauty on Saturday, March 12. Issuing a call to **SHOUT YOUR BEAUTY!** the evening will bring together some of the biggest names in beauty to honor a skincare legend and recognize new artists - all while raising funds for beauty and wellness education. The event is being held in conjunction with America's Beauty Show presented by Cosmetologists Chicago.

Murad LLC founder Dr. Howard Murad will receive the Legacy Award for his career-long commitment to professional education. And as the industry honors a skincare legend, it will also shine the spotlight on emerging talent via a runway parade powered by Pivot Point International and featuring the hair, makeup and nail artistry of NEXTGEN artists. Attendees will enjoy a two-hour open bar, live DJ and attendee gift bags as they mingle on the pink carpet.

Bringing an immersive element to the evening, Pivot Point International has announced a commitment to donate \$1 for every selfie posted with the hashtag "**#SHOUTYOURBEAUTY**" or **#BEAUTYCHANGESLIVES** now through August 7, 2016 (up to \$10K). Funds raised will support beauty and wellness scholarships administered by the *Beauty Changes Lives* Foundation.

The 4th Annual *Beauty Changes Lives* Experience celebrates how beauty is being redefined – whether it's size 16 model Ashley Graham on the cover of *Sports Illustrated* or a model rocking the runway in a wheelchair. Beauty Changes Lives is a non-profit, 501c3 that raises funds for beauty school scholarships, professional beauty mentorships and continuing education. The Foundation has awarded more than \$1M in scholarships since 2013. Additional information about the 4th Annual *Beauty Changes Lives* Experience, including tickets, is available at www.SHOUTYOURBEAUTY.com.

Sponsors for the 4th Annual *Beauty Changes Lives* Experience include America's Beauty Show (ABS) by Cosmetologists Chicago, Aquage, American Association of Cosmetology Schools (AACCS) Association of Skin Care Professionals (ASCP), Athena Cosmetics, Bellus Academy, CND, DevaCurl, Duane Morris, Great Clips, I-Spa, L'Oreal, Make-up Designory (MUD), Massage Envy, Mercury Media, OPM, Pravana, Premier Beauty Show, Revlon, Shark Fin, TIGI, Unilever, and Wella. Media sponsors include founding media partner *Modern Salon* along with *American Salon*, *Beauty Launchpad*, *DaySpa*, *Estetica*, *Sophisticate's Black Hair* and *Sophisticate's Hairstyle Guide*.

About Cosmetologists Chicago

*Cosmetologists Chicago is an association of more than 10,000 salon and spa owners, professionals, and students that owns and produces the annual **America's Beauty Show**. www.AmericasBeautyShow.com.*

***About Pivot Point International** delivers exceptional beauty education designed to help students, educators and owners excel. With deep industry knowledge, Pivot Point offers fully integrated content, products and tools available in six continents, and is translated into multiple languages. Founded by Leo Passage in 1962, Pivot Point remains committed to his legacy of providing sustainable careers. Visit us at pivot-point.com or find us on [Facebook](#) and [Instagram](#).*

***About the Beauty Changes Lives Foundation** was created by the American Association of Cosmetology Schools to build awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Visit us at www.beautychangeslives.org or find us on [Facebook](#).*