



For Immediate Release

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Pamper yourself and imperiled plants

Aveda selects CPC as Earth Month Partner, will share proceeds

ST. LOUIS, Mo., (April 5, 2005) – You’ve got a busy life. And sometimes you don’t have enough time to relax. So why not pamper yourself and help make life a little easier for imperiled plants?

You can with help from Aveda and the Center for Plant Conservation. When you buy Aveda Rosemary Mint hair and body care at participating salons, spas and stores, a portion of the funds will be shared among Aveda’s Earth Month Partners.

Proceeds from sales at Aveda Experience Centers in St. Louis, Kansas City, Mo., and Overland Park, Kan., and from Aveda salons in a 10-state region will go directly to the Center for Plant Conservation to support its work to conserve and restore imperiled native plants in the United States. Sales in other regions will benefit 25 other Earth Month Partners, which are working in plant conservation.

Aveda selects Earth Month partners who share the company’s philosophy of sustainability and environmentally responsible stewardship of our natural resources. This year, Aveda selected the Center for Plant Conservation, which is hosted by the Missouri Botanical Garden, to be a partner. In 2004, the program raised \$950,000 for 19 conservation groups worldwide.

The Center for Plant Conservation is a nonprofit organization dedicated solely to preventing the extinction of U.S. native plants. The center is a network of 33 leading botanic institutions. Founded in 1984, the center operates the only coordinated national program of off-site (*ex situ*) conservation of rare plant material. This conservation collection ensures that material is available for restoration and recovery efforts for more than 600 species. The center also works in research, restoration, technical assistance, education and advocacy through the efforts of the network and the national office.

“The Center for Plant Conservation is proud to be an Aveda Earth Month Partner because we admire Aveda’s commitment to sustainability and the environment,” said CPC Executive Director Kathryn Kennedy. “Aveda walks the walk not only through its philanthropy, but also in its business policies and practices.”

CPC and Aveda are also partnering at local events in April in St. Louis so you can pamper yourself. At the Missouri Botanical Garden's Earth Day Celebration, set for Saturday, April 23, CPC will sponsor an information booth where attendees can register to win an Aveda gift package valued at \$140 and also receive free hand massages by employees from the Aveda store at the St. Louis Galleria, where customers can see a display of information about some of Missouri's imperiled plants.

The Aveda Experience Center at the St. Louis Galleria is also sponsoring a cut-a-thon through April in which stylists from three salons will provide dry haircuts on Sundays from noon to 5 p.m. Claire Oliver, with Anthony Vince Salon and Spa at the West County Mall, and Craig DeGrasso and Becka Lubeley, from the Chase Salon and Spa in the Central West End, will give cuts April 10, April 17 and April 24.

To schedule an appointment, call the Aveda Experience Center at 314.721.4425. For more information about CPC, please visit www.centerforplantconservation.org