



FOR IMMEDIATE RELEASE

**DATE**

CONTACT: School Contact  
Phone  
e-mail

**School Name** Launches **CUT IT OUT!** Campaign

*Cosmetology students learn how to refer suspected domestic abuse victims to support services*

(Month, date, year – City, State.) **School Name**, a member of the American Association of Cosmetology Schools (AACS), is participating with the National Cosmetology Association (NCA) and AACS to raise awareness of domestic abuse through the *CUT IT OUT!* initiative. Building upon the strong bond that develops between a stylist and client, the program teaches cosmetology students how to detect signs and signals of abuse and provide referral information to community assistance organizations trained in domestic abuse.

*CUT IT OUT!* was launched to cosmetology schools nationally in July 2008 by the National Cosmetology Association's Salons Against Domestic Abuse Fund. NCA Cares Program Director Jeri Linas is a veteran of the social services community and says that the partnership is not about delivering a "message of rescue" but about making stylists – and now students and educators – comfortable and confident in providing referrals to domestic abuse victims. "It's not a stylist's role to provide counsel to a suspected victim. The goal of *CUT IT OUT!* is to leverage the bond of trust between salon professionals, students, educators and clients so that a stylist will feel comfortable providing referral information to a client she suspects has been abused physically, verbally or emotionally," said Linas.

**School Spokesperson** said that the *CUT IT OUT!* initiative is part of a national collaboration among hundreds of cosmetology schools. "**Name of School** is committed to giving back to our community by supporting important awareness initiatives. We're educating stylists; many of whom will operate their own salons in the future. Participation in this initiative cosmetology students with valuable insight into how businesses play a role in social and community outreach," noted **School spokesperson**.

**School Name** Launches *CUT IT OUT*

*Founded in 1924, AACS is a national non-profit association open to all privately owned cosmetology schools. AACS serves members by providing instructional education, sponsoring industry events and advancing awareness of cosmetology careers.*

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