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To provide a safe, supportive environment that encourages
brain injury survivors to design and direct their own life's journey.

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Essentials Salon and Day Spa to have Haircuts for Hickok Day

ROCHESTER, NY, August 15, 2012 – The Essentials Salon and Day Spa in collaboration with the Better You Project will be having a “Haircuts for Hickok Day” on this Sunday, August 19th from 12:00pm to 3:00pm to benefit the Hickok Center for Brain Injury. The event will feature haircuts for \$20.00, raffles, and information about brain injury. All proceeds will go to benefit the Hickok Center for Brain Injury and the new structured day program site that will be opening in Brockport in September. Everyone is asked to call Essentials Salon and schedule an appointment (585-381-5310) and to show up on Sunday at Essentials (1598 Penfield Road, Penfield). Everyone that gets a haircut will be entered into a raffle for the chance to win an Essentials Products Gift Basket, valued at \$50.00!

Essentials Salon and Day Spa, the Better You Project, and the Hickok Center for Brain Injury are happy to be teaming up for an effort in which everyone wins! For more information on exciting things taking place at the Hickok Center, please contact Ted Morris at (585) 271-8640. For more information on the Better You Project, contact Joy Leccese at (585) 317-8870 or visit their website at www.betteryouproject.org/byccjoy

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The Hickok Center for Brain Injury, with centers in Rochester and Newark, is a not for profit 501(c)(3) organization dedicated to brain injury survivors. The Hickok Center is a place where people with brain injuries can go to redevelop the skills they have lost, within the safety and support of people with similar experiences and professionals who understand their struggle. Members set their own goals, design their own programs and utilize our organization's staff in ways that are consistent with their own priorities toward independence and self-sufficiency. We invite you to visit www.hickokcenter.org for more information about both our locations.