

**Society of St. Vincent de Paul, 420 W. Watkins Road, Phoenix AZ 85003**

## **Media Advisory**

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### **FOR IMMEDIATE RELEASE**

June 10, 2007

### **Keeping up Appearances**

*Haircuts restore hope, dignity for the homeless*

*Phoenix* - For the homeless, there's no such thing as appearances. Life on the street is rough and they can't pretend otherwise. But haircuts provided during St. Vincent de Paul's haircut-a-thon are about much more than appearances. Haircuts - along with hot meals, regular showers and clean clothes - help restore hope and dignity among homeless men, women and children. As many as 30 barbers and stylists from local salons will provide between 250 and 300 haircuts to the homeless at St. Vincent de Paul's Henry Unger Dining Room downtown on Sunday, June 10th. This special event allows St. Vincent de Paul to more than double the number of homeless individuals that can usually be assisted in one day. It only takes a gesture as simple as a haircut to restore some hope and dignity to homeless people who have gone without.

**WHAT:** St. Vincent de Paul Haircut-A-Thon  
**WHEN:** Sunday, June 10 from 9:30 a.m. to 2 p.m.  
**WHERE:** St. Vincent de Paul's Henry Unger Dining Room, 1075 W. Jackson St.,  
Phoenix

-30-

*The Society of St. Vincent de Paul is a non-profit organization, dedicated to serving the poor and providing others with the opportunity to serve. Programs include services for the homeless, medical/dental care for the working poor, five charity dining rooms, six thrift stores, a transitional housing shelter and general assistance for individuals in need.*