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**ACURE ECO SALON HOSTS A CUT-A-THON TO SUPPORT
FRESHPLACE FOOD PANTRY**

WEST HARTFORD, CONNECTICUT (March 26, 2010) – Are you considering a fresh, new look for spring? Want to support a great cause at the same time? Then come to the Acure Eco Salon (7 South Main Street) on Sunday, March 28, 2010! Acure is a new, full-service hair salon that recently opened in West Hartford Center. In celebration of its grand opening, on March 28, 2010, the salon will host a cut-a-thon to benefit Freshplace, a new fresh foods pantry in the Upper Albany neighborhood of Hartford. Throughout the day, Acure stylists and employees will offer \$20 haircuts and \$10 blow-dry services with 100% of the revenues going directly to Freshplace. The salon opens at 10:00 a.m. for walk-in cut-a-thon patrons, so stop by and get a new look for a great cause!

About Acure Eco Salon

Acure Eco Salon is dedicated to the idea that small actions can create “a cure” for the challenges in our community. The boutique salon is focused on using eco-friendly, natural products and celebrates and supports non-profit organizations and their efforts to improve our community. Acure is located at 7 South Main Street, West Hartford, Connecticut, and is open Tuesday through Thursday 10:00 a.m. to 7:00 p.m. and Saturday 9:00 a.m. to 3:00 p.m. For more information, please visit www.acureecosalon.com.

About Freshplace

Freshplace is a collaborative project of the Chrysalis Center, Foodshare and the Junior League of Hartford. Freshplace will be an innovative food pantry that aims to tackle the issues of chronic hunger in Hartford. Together we have constructed a 2,000 square foot facility in Hartford’s Upper Albany neighborhood that will provide: (1) fresh fruits, vegetables, meat and dairy products in addition to pantry staples; (2) client-choice based selections to accommodate the health, cultural, religious and familial needs of those that are hungry; (3) comprehensive intake and referral services, increasing access to food stamps, health and crisis intervention programs, public assistance, and educational services; and (4) a community hub and resource, assisting in the revitalization of Upper Albany, supporting the network of existing area food pantries, and creating a center for community involvement. For more information, please visit www.jlhartford.org.

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