



NEWS RELEASE

FOR IMMEDIATE RELEASE:
April 28, 2008

Contact: Suzanna Choi
(949) 254-8080 Cell

FRED JORDAN MISSION'S 19th ANNUAL MOTHER'S MAKEOVERS FOR HUNDREDS OF UNDERPRIVILEGED MOTHERS

On Monday, April 28, a miraculous and mysterious power will be unleashed on Skid Row at the Fred Jordan Mission. That power is a simple thing called "love."

Love will not only change outward appearances. It will transform lives and renew the crushed spirits of abandoned, abused women.

The power of love will be transmitted by the acts of kindness of more than 150 professional volunteer hair stylists, make-up artists and manicurists at Fred Jordan Missions 19th Annual Mother's Makeovers for impoverished women on Skid Row and the inner city.

The Mission's Annual Mother's Makeovers will include shampoos, haircuts, styling, manicures, makeup and massages all made possible by beauty professionals from throughout Southern California. They will join the Mission staff and donate their time and efforts to "make over" several hundred lucky women on Monday, April 28th, from 10:00 a.m. to 3:00 p.m., at the Fred Jordan Mission, located at 445 Towne Avenue in Los Angeles on Skid Row.

Many mothers in the inner-city struggle simply to feed their children from day to day, let alone treat themselves to a manicure or have their hair cut. As unbelievable as it seems, most have never had their hair styled by professional hairstylists.

Nearly 40% of the nation's homeless are mothers with young children. Come see what it's like to be a mother responsible for young children living on Skid Row. Hear how your viewers, listeners and readers can make a difference. Watch the excitement on the faces of these mothers who have forgotten how beautiful they really are. You will witness first-hand hundreds of poor and hurting women in their "before phase," then watch as they get complete makeovers, and finally, as they make a dramatic unveiling down the stairs of the Fred Jordan Mission.

The makeovers are followed by a special Mother's Banquet while their children are being fed and cared for. When these special women leave, they will be given take-home family food bags, a gift bag filled with shampoo, creams, lotions and other personal care items they could never afford to buy, all topped off with a fresh flower.

A number of talented beauticians will be involved to provide makeovers to these women, including volunteers from Pasadena's Langham Hotel, Paul Mitchell the School, students from Citrus College Cosmetology School and numerous independent salons from around the Southland. Several companies will contribute supplies for this special event, including Redken NYC, Barbara Walden, Creative Nail Design, International Nail Manufacturers, OPI Products, Worldwide Cosmetics and Advance Research Laboratory.

The Mission has fed, clothed and sheltered our community's neediest citizens since 1944. Throughout the year the Mission feeds hundreds of hungry people every day, and with the assistance of compassionate donors, volunteers and staff, builds schools, orphanages and hospitals around the world, distributes food and clothing to the homeless, and makes every holiday special for poor families. We bring badly needed food and clothing to crime-ridden inner cities and provide nutritious meals and after-school education for at-risk children.

The Mission is a non-profit, faith-based, educational and relief organization meeting the needs of hungry, homeless and impoverished people, especially children and families in the inner cities of America and around the world.

#