

MARINELLO SCHOOLS OF BEAUTY
SAN BERNARDINO CAMPUS HELPS AT-RISK YOUTH
GO BACK TO SCHOOL IN STYLE

LOS ANGELES, CA — Marinello Schools of Beauty, the West Coast’s largest and longest-established chain of beauty schools, joined Young Visionaries Youth Leadership Academy, a youth-based program in San Bernardino County, to help at-risk children go back to school in style. Excitement filled the air at Marinello’s San Bernardino campus, as 70 of the 250 participating youth received haircuts from Marinello’s talented students.

In its second year, the back-to-school event provided children with haircuts, shoes, backpacks, and much needed school supplies. Marinello, alongside local hair salons and barbershops, donated their haircutting services, while The Children’s Fund secured a new pair of shoes for each child. The San Bernardino School District and Catholic Charities provided backpacks and school supplies.

“Going back to school with a fresh haircut and brand new school supplies is an important part of a young person’s self-esteem,” commented Terrance L. Stone, President and CEO of Young Visionaries Youth Leadership Academy. “When kids start school with high self-esteem, it is easier for them to maintain it as they progress in school,” he added. The Young Visionaries Youth Academy assists at-risk youth living in San Bernardino to improve their ability to attract and take advantage of educational and economic opportunities by providing them with the necessary training to live successful adult lives.

Marinello students and faculty know first-hand the difference a haircut can make to the self-esteem of a client, so they were especially thrilled to put their skills to work for the benefit of at-risk youth. “Marinello Schools of Beauty is committed to making the world a more beautiful place from the inside out,” asserted Dr. Nagui Elyas, President and COO of Marinello Schools of Beauty. “As part of their educational experience, Marinello students learn the importance of community involvement in their personal and professional success,” he added.

About Marinello Schools of Beauty: Defining beauty education since 1905, Marinello Schools of Beauty (www.marinello.com) is one of the premier beauty schools on the West Coast. Offering a variety of cosmetology and esthetician programs, Marinello’s “hands-on” approach to instruction allows for the most effective learning practices. With 41 convenient campus locations in California, Nevada, Utah, Oregon, and Arizona, Marinello also offers affordable spa and salon services performed by supervised Marinello students.

Media Contact:

Archana Kaushal, Executive Director of Marketing

archana.kaushal@marinello.com

562-945-2211

www.marinello.com