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*****MEDIA ALERT***PHOTO OP*****

Launch Event for the statewide

CUT IT OUT – Salons Against Domestic Violence Campaign

- What:** Press event launching the statewide *CUT IT OUT* campaign that educates salon professionals how to spot the signs of domestic abuse, and how to safely respond and refer the client to services.
- Who:** **Nevada Network Against Domestic Violence**
Nevada Attorney General, Catherine Cortez Masto
Nevada State Board of Cosmetology
- When:** **July 21, 2009 at 9:00 a.m.**
- Where:** **Academy of Hair Design**
5191 W. Charleston Blvd. Suite 150
Las Vegas, NV
- Details:** The Attorney General will introduce the *CUT IT OUT* Campaign to media professionals and the public. *CUT IT OUT* is a national domestic violence awareness program sponsored by the National Cosmetology Association. The program teaches salon professionals how to recognize the warning signs of domestic violence and safely refer clients to national and Las Vegas area services.
Other speakers include: Sue Meuschke, the Executive Director of Nevada Network Against Domestic Violence; David Austin, the Board President and Vincent Jimno, the Executive Director of the Nevada State Board of Cosmetology; as well as Sandy Dunham, the Director of the Academy of Hair Design.
- Photo Op:** Interviews with speakers, collaboration between the agencies, dialogue about domestic violence with salon professionals

“The safe atmosphere of a salon or spa allows for candid conversations to take place. Clients often discuss personal issues and a salon worker who knows what to listen for and can provide information on a safe way to seek help is an enormous service to those customers who are victimized by abusive relationships at home. The CUT IT OUT program provides a vital tool to our community’s response to the problem of domestic violence.” Attorney General Catherine Cortez Masto

“One of our biggest challenges in combating domestic violence is reaching the victims. The CUT IT OUT program forms a critical link between the domestic violence advocates, salon professionals and victims. Partnering with the cosmetology community enables us to provide education about safe ways to respond and refer, as well as information about local and national services to the victims who we otherwise may not have reached.”

Sue Meuschke, Executive Director, NNADV

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