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Announcing the Krewe of Water Ball 2011

CELEBRATE EARTH MONTH WITH LOCAL AVEDA SALONS & SPAS

Water Ball 2011 Looks to Help Aveda Network Raise \$4 Million and Consciousness About Global Water Crisis During Annual Campaign

[Baton Rouge, LA] (April 2011) — Several local Aveda Salons & Spas will host **Water Ball 2011** in honor of Earth Month and in support of organizations around the world working to preserve access to clean water. In developing nations, one child dies every 21 seconds from preventable conditions like diarrhea, due to unsafe drinking water.ⁱ The stark differences between access and rights to safe drinking water globally are startling enough to inspire much needed change – a movement that can empower communities, protect local watersheds and help make clean water accessible to everyone, everywhere. [Aveda Earth Month 2011](#) will help to achieve this change, by directing funds from this event to support our local Earth Month partners, **Gulf Restoration Network and Lower Mississippi Riverkeeper**.

In addition to ticket sales, fundraising efforts will include a silent auction and on site sales of our Light the Way™ Candle. Tickets may be purchased online (<http://earthmonth2011waterball.eventbrite.com>) or in participating salon locations. Participating Salons include: Paris Parker Salons, Adagio Salon & Spa, Avery Lane, and Aveda Institute Baton Rouge.

“In a community in which water plays such a vital role to our culture, it is hard to believe that the Gulf Coast states make up four of the top five states in the U.S. responsible for the greatest total discharge of toxic chemicals into surface waters,” says Water Ball organizer, Cristen Neal. “With Water Ball 2011, we hope to heighten awareness of water related issues impacting our Gulf States, in affect assisting the preservation of the culture we love.”

Water Ball 2011 will commence on April 16th, from 8pm-12am, at the Varsity Theatre in Baton Rouge. Entertainment will be provided by the Flamethrowers. In the spirit of South Louisiana faire, we have nominated a “Krewe of Water Ball” to recognize environmental leaders within the Baton Rouge community. Krewe members will be escorted during the evening by “Water Warrior” fashion models created by stylists & makeup artists from each of the participating locations capturing the creativity of the industry.



The “Krewe of Water Ball 2011” is a diverse group of concerned community leaders representing every pocket of the community: environmental activists, business owners, industry leaders, government, beauty and fashion. The “Krewe of Water Ball 2011” serves as proof that everyone has a stake in the future of clean water and that everyone can make a difference.



Marylee Orr, Executive Director of the Louisiana Environmental Action Network, has led LEAN for most of its nineteen years. She has received many awards for her activism including the Atchafalaya Angel Award in 2010 and the Louisiana Department of Environmental Quality’s 2009 Environmental Leadership Award. Marylee is the voice for many Louisianans and their right to a cleaner and healthier environment. In her spare time, she, also, serves as the Executive Director for the Lower Mississippi Riverkeeper.

Marylee Orr, Executive Director of LMRK shares, “Lower Mississippi Riverkeeper is proud to celebrate our partnership with Neill Corp. at the first annual Water Ball.” “Neill Corp and Aveda’s generous support has been instrumental in helping LMRK continue our work to improve water quality in the MS River Basin.”



Amy Strother is the Partner/Designer at The Green Building Shop, and Partner/Principal at Noelie Harmon and Denicola’s Furniture & Upholstery. At the core of her business is the belief that “people should not be mistreated, and the earth should go unharmed in the making of all things for our home and our bodies”. Her passion for sustainability and achieving higher profits through eco-friendly practices and corporate responsibility has led to her Green Success. Strother founded the eco-boutique, Noelie Harmon, in 2008, with the conviction that it would strive towards sustainability in every way, evidenced by the four pillars that drive its product offerings: eco-friendly, socially responsible, fair trade, and local artisan. If this world is headed to a future where sustainable practices and responsible consumerism are mainstream—and let’s all hope that it is—then Noelie Harmon is quietly leading the way for Baton Rouge citizens, educating them on the “big picture” and offering accessible alternatives to shallow purchasing. Strother’s two other Baton Rouge-based businesses, Denicola’s Furniture & Upholstery and The Green Building Shop, offer sustainable products



and/or services to residents as well. Both companies are founded on the philosophy that a green lifestyle can be accessible locally at a reasonable cost. Strother is, also, a sustainability consultant and local volunteer for several environmental and arts organizations. She is one of the original founders of the Baton Rouge Green Crawl.

"I am honored to be part of such a prestigious Krewe, and I am also flattered to be asked by such a respected and sustainable company as Aveda. They have a long, reputable history of supporting such worthy causes like Mississippi Riverkeeper and GRN."



Dr. David Clary serves as Vice-President and Chief Sustainability Officer of Albemarle Corporation. Dr. Clary oversees the company's technology groups to accelerate the creation and commercialization of socially and environmentally sound products. Albemarle recognizes that as their global presence increases, so does their responsibility for protecting the environment. Dr. Clary's position strengthens Albemarle's commitment to their environmental performance, which continues to grow year after year. A great example of Albemarle's commitment to the environment regarding clean water are the marshes that serve as unique waste water treatment facilities at their Magnolia Arkansas plants. Based on 20 years of research conducted by NASA, a desire to be ahead of pending environmental permits, and a corporate objective to protect the environment Albemarle began an aggressive program to treat all rainwater and non-contact water exiting the plant. The South Plant's water treatment system became operational in 1993 and the West Plant's operational in 1995.



When asked about this project, Dr. Clary responded, "Albemarle works every day to reduce its environmental impact while continuing to provide high-performance products to its customers.

Achieving both of these important goals sometimes requires creative solutions. The marshes we developed at our Arkansas plants are an example of how we can use new approaches to solve old problems."



Denham Springs Mayor Jimmy Durbin is a “hands-on” mayor and administrator, instrumental in the City’s residential growth, commercial expansion, infrastructure improvements and profitable forecast. Durbin’s administration has a strong focus on expanding, upgrading and “rehabbing” current water and sewer systems. Durbin was awarded the DEQ Environmental Leadership Award for the Denham Springs sewer treatment facility and continues to impact the Denham Springs community with on-going water infrastructure projects.



Natasha Noordhoff is Gulf Restoration Network’s project champion for Aveda Earth Month. A recent Tulane graduate, she started with GRN in a summer internship program and is now responsible for managing the relationship between GRN and the Aveda networks that raise funds and awareness to preserve a Healthy Gulf.

"We're proud to partner with a company that makes protecting the environment look so good!" said Natasha Noordhoff of Gulf Restoration Network. "The GRN extends a heartfelt thanks to all of the Neill salon staff and their clients for everything they do to make Earth Month a success. Last year, their contributions enabled us to save over 22,000 linear feet of streams and 232 acres of wetlands from pollution by sewage and fertilizer runoff."

WATERBALL 4.16.11



Paul Orr is the Lower Mississippi RIVERKEEPER®. The Lower Mississippi RIVERKEEPER® is part of the Water Keeper Alliance, and the first project of its kind for Louisiana and the first on the Mississippi River. Orr serves as a constant presence on the river identifying and challenging major polluters by enforcing the Clean Water Act. The Waterkeepers have a mantra, which is “follow the water.” This mantra represents a deep understanding that without water there can be no life, and without clean water there can be no healthy life.



Miss Black Louisiana USA 2011, Nakina Marie Eugene, is passionate about addressing issues that concern community responsibility such as children and health. Graduating magna cum laude from Tulane, she received her Master’s Degree in Public Health in 2009, and is known for her extensive work and volunteerism with community health organizations such as the Louisiana Office of Mental Health and Parents United For Children’s Mental Health. Her passion for great causes renders her an exemplary role model for young black women, all women, in our community and abroad. When asked about her participation in Water Ball 2011, Miss Eugene responded, “I am excited to be a member of the Water Ball Krewe and to participate in an event with a great cause. Water is such an essential nutrient to the human body and essential to good health.”

WATERBALL 4.16.11



Matthew Arthur



Nicholas Landry

Fashion Designer, Matthew Arthur, and Event Marketing Specialist, Nicholas Landry, are the co-creators of the sp[OIL]ed campaign, which raises money for oil spill relief in partnership with protectourcoastline.org. Matthew is the creative mind and photographer behind sp[OIL]ed, and Nicholas is responsible for the branding and marketing. Matthew works in the salon industry by day and sews by night, and recently featured his designs at NOLA Fashion Week. In his spare time, Nicholas Landry runs his eventing firm, NLE | Nicholas Landry Events, and is co-founder of NOLA Renaissance and NOLA Fashion Week.

Aveda created Earth Month in April 1999 to raise awareness and funds for critically important environmental issues around the world, and has since raised more than \$18 million for organizations that directly affect environmental change. We are in our 12th year and our efforts have grown substantially. In fact, in the last four years our mission to support water-related causes has raised \$12 million alone. This year, the Earth Month Goal for Aveda is \$4 Million, of which \$450,000 will come from the Neill Corporation distribution area. Our expected contribution as a result of Water Ball 2011 is \$20,000, to be directed to our local Earth Month partners, LMRK and GRN.

WHERE EARTH MONTH MONEY GOES

For the fifth consecutive year Aveda is partnering with [Global Greengrants Fund](http://GlobalGreengrantsFund.com) as its exclusive global Earth Month partner to provide grants for community-based water projects in more than 40 countries. Global Greengrants Fund provides small grants to grassroots organizations working for clean water, clean air, sustainable livelihoods and healthy communities around the world. Aveda's 2011 Earth Month funds will also support 35 **regional partners** working to preserve clean water in areas where Aveda does business.

OUR LOCAL PARTNERS

Gulf Restoration Network (www.healthygulf.org)

GRN is a diverse network of local, regional and national groups and individuals committed to uniting and empowering people to protect and restore the natural resources of the Gulf Region for future



generations. The GRN strives to provide our members and the general public with the information, technical assistance and strategic collaboration necessary for a healthy Gulf.

Lower Mississippi Riverkeeper (www.lmrk.org)

The mission of Lower Mississippi RIVERKEEPER® is to protect, preserve and restore the ecological integrity of the Mississippi River Basin for current users and future generations through advocacy and citizen action.

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

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¹ UNICEF and WHO 2009