



**Blo Blow Dry Bar kicks off the 2nd annual  
Blo for a Cause in support of Childhood Cancer Awareness Month**

**TORONTO, ON (September 2017)** – [Blo Blow Dry Bar](#), North America’s original blow dry bar, kicks off its second annual Blo for a Cause fundraising initiative in support of Childhood Cancer Awareness Month. For the month of September, Guests at Blo locations across the United States and Canada can contribute to this cause by donating in denominations of \$2, \$5, and \$10, or more at checkout. Donations will be made to the Sick Kids Foundation and BC Children’s Hospital in Canada, and St. Jude’s Children’s Research Hospital® in the United States. But that’s not all! On Saturday, September 30<sup>th</sup>, 2017, Blo Corporate will donate a portion of all proceeds to support these foundations.

In its second year, Blo for a Cause is bigger and better than ever. Blo Blow Dry Bar’s fantastic vendors are blo-ing for a cause too! Dry Divas Shower Caps, Savvy Sleepers, and Color Wow will all be donating a percentage of their sales from the month of September to support children living with childhood cancer. Additionally, Blo’s product partners for this year’s campaign have made Blo for a Cause 2017 extra special: Heidi’s Hair Ties has donated 20,000 Blo for a Cause hair ties to be gifted to Guests who donate \$10 or more; and UNITE has already made a generous donation of \$5000 towards Blo’s initiative. Not only can all of these fantastic retailers help you extend the life of your blow out and make your hair runway-ready, they are also extremely dedicated to this worthy cause.

Vanessa Yakobson, CEO of Blo Blow Dry Bar, is a survivor of Childhood Hodgkin’s lymphoma and an advocate for pediatric cancer treatment and research. Vanessa launched this initiative in 2016, and remarks on the impact that can be made through Blo for a Cause. “As our locations continue to grow, there is even more room to make an impact and support children living with childhood cancer. We are excited to expand this initiative each year, and engage our community in fundraising for this cause.”

To help us Blo for a Cause, come in to one of our Blo Blow Dry Bar locations for some feel-good pampering. You’ll leave with a bounce in your step (and your hair). Be sure to book in advance on Saturday, September 30<sup>th</sup> to be a part of our finale fundraising event!

**ABOUT BLO BLOW DRY BAR**

Blo Blow Dry Bar’s motto is: “You’re not cheating on your hairdresser”. No, seriously. Blo is North America’s original blow dry bar. No cuts, no color: Just wash, blo, go. Guests choose from our signature styles featured in the Blo Hair Menu, from the razor-straight “Executive Sweet” to the runway-inspired “Pillow Talk”. With over 90 locations worldwide, Blo Blow Dry Bar is the largest blow dry bar franchise in the world. To learn more, visit: [www.blomedry.com](http://www.blomedry.com) or visit [franchise.blomedry.com](http://franchise.blomedry.com) for more information on owning your own Blo!

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[blomedry.com](http://blomedry.com)

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