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## COLORADO COALITION AGAINST DOMESTIC VIOLENCE

FOR IMMEDIATE RELEASE

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### **CUT IT OUT Program Trains Salon Professionals to Recognize Domestic Abuse** **Colorado is one of Seven States to Pilot Innovative National Program**

(DENVER, CO - OCTOBER 10, 2003) Victims of domestic abuse can now count on a new support system in their local beauty salon, thanks to an innovative national program called **CUT IT OUT**. The program is designed to build awareness of domestic abuse and train salon professionals to recognize warning signs and safely refer clients to local resources. Colorado is one of seven states chosen to pilot **CUT IT OUT**, a collaboration of the National Cosmetology Association (NCA), Attorney General Ken Salazar's Office, the Colorado Coalition Against Domestic Violence (CCADV), and SafeHouse Denver.

Attorney General Ken Salazar, Trish Thibodo from CCADV, Pamela Willer from NCA, and Kristina Matkins from Safehouse Denver will launch the program at a press conference on Monday, October 20, 2003, at 10:00 a.m. at the Attorney General's Office, 1525 Sherman St., Denver. Later that day, the training of salon professionals and distribution of information to salon owners will begin.

Women often confide in their beauty professionals and trust them with details about their lives, children, families and jobs. When a woman is in an abusive relationship, she needs someone trustworthy she can turn to for help.

"We are not trained counselors, but we do know how to listen, and we are very visually in touch with our clients," said Pamela Willer - the national **CUT IT OUT** spokesperson and lead trainer for Colorado, as well as a salon professional and a survivor of domestic abuse. Willer will work with domestic violence advocates from the Colorado Coalition Against Domestic Violence to train salon professionals throughout the state, who will then partner with local victim advocates to provide regional trainings.

**CUT IT OUT** is a program of the Salons Against Domestic Abuse Fund, dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities throughout the United States. Partners in the initiative include Clairol Professional, and Southern Living at *HOME*.

The National Cosmetology Association (NCA), based in Chicago, is the world's largest association of salon professionals, with more than 25,000 hairdresser, nail technician, esthetician, and educator members.

For information about CUT IT OUT activities in Colorado, contact Dian Rase of the National Cosmetology Association at 303-979-2531.

*Colorado Coalition Against Domestic Violence (CCADV) - [www.ccadv.org](http://www.ccadv.org) - is a 25-year old statewide, grassroots, nonprofit organization providing resources, education, and training, and serving as a voice to more than 80 members and 60 programs serving some 40,000 battered women and children in Colorado each year.*