



Press Release

December 2009

identity the salon launch 'Duchess' Community centre fundraiser

Brand new versatile salon identity the salon at 26 Urmston Lane, 'identity the salon' is pleased to announce it will be holding a charity day on 28 January 2010 in aid of Northern Moor community centre. The day is to raise essential funds to compliment the successful work that has been achieved at the centre.

The fundraising day will include cutting hair or blow-drying hair for donations. To make an appointment please telephone or email the salon to make a 'charity appointment! It couldn't be simpler. To make an appointment clients must call 0161 86 500 15. There will also be a finale party to end the event on the day!

'Duchess on the estate' was the television program that highlighted the trials and tribulations of the Northern Moor estate located near Stretford. Dawn McGeown said 'We are so pleased that the salon is going to help raise important funds for us to develop the community centre'. In the past 6 months the community centre has become a place that young people can enjoy and continue to enjoy.

Richie McPherson said 'It's a pleasure to be able to be involved with the good work the Duchess of York and Dawn have done. We hope that everyone books in to have their hair done, for donations so we can change lives!'

The brand new 'identity the salon' is located at 26 Urmston lane, Stretford. The salon was relocated from Stretford mall as it expanded in size offering a very unique and brand new experience to the people in Stretford. The salon brings the city centre hair and beauty, and the salon is still boutique yet spacious. You can view the salon at www.identity-thesalon.co.uk

-End-

For further information or to arrange a photograph opportunity please email Alastair J Gourley, alastairgourleypr@me.com, 07980 723212