



# THE ALTERNATIVE HAIR SHOW VIENNA

PRESS RELEASE

FOR IMMEDIATE RELEASE

**Creatively enduring, amazingly emotional, always optimistic, Alternative Hair entertains, inspires and tugs at the heart.**

Alternative Hair is very excited to announce that this year an Alternative Hair Show will, for the very first time, be held in Vienna, the beautiful capital city of Austria. The show is being held to raise funds for Leukaemia Research UK and St. Anna's Kinderspital in Vienna, Austria to support the goal of finding a cure for leukaemia and other blood cancers in children.

The Alternative Hair Show in Vienna, Austria takes place at the amazing Eventhotel Pyramide on Sunday, 3<sup>rd</sup> May. Founder Tony Rizzo has, as always, received amazing support from hairdressing teams across the globe and the line-up is sure to thrill and inspire the audience. The programme is guaranteed to be visually exciting as well as entertaining.

Tony Rizzo says: "It is wonderful to be able to take the Alternative Hair Show to Austria. We have to remember that leukaemia is a disease that sadly affects people all over the world and it is good to work internationally to raise awareness and also funds to combat this terrible disease. I am once again very grateful to all the hairdressers who have pledged their support to Alternative Hair. Of course, I am especially grateful to our sponsors without whom it would be impossible for the Alternative Hair Show to take place."

The Vienna Alternative Hair Show has been very generously organised by the team from the Viennese salon Easy Hair Fehringer who have long been fantastic supporters of Alternative Hair, appearing in many of the shows. Led by Erwin Fehringer and Rebecca Pleskot, and described as being "addicted to the Alternative Hair spirit", they wanted to bring the show to Vienna to help raise funds for St. Anna Kinderspital, a leading children's cancer hospital in Vienna. Erwin Fehringer says, "My team and I are honoured to have the chance to support the most important members of our society, namely the children, through the exercise of highly creative power by participating at the Alternative Hair Show. It makes me proud to be a link in this chain, a chain which binds us, which gives us strength and enables us to pass on this positive energy – living this great Alternative Spirit also in our daily life, setting ourself the goal to do even much more in the future and to get everyone inspired about this spirit! We know that together we will get things moving!"

Alternative Hair's President, Anthony Mascolo, whose own TIGI International Creative Team are participating in the show, thinks the opportunities that arise from organising a show in Austria are very positive. "We are very grateful to Easy Hair Fehringer for proposing the idea of the Viennese Show and for putting so much effort into the organisation. Vienna is in a wonderful central European position and we are sure that it will draw in a lot of people who have not previously experienced the creative liberation and excitement of an Alternative Hair Show."

The International Creative Teams appearing at the 2009 Vienna Alternative Hair Show are:

Alan Edwards	UK
Bundy Bundy	Austria
Easy Hair Fehringer	Austria

Kohsuke Visual Network		Japan
Laszlo Hajas		Hungary
Malgorzata Babicz		Poland
Mikel Luzea		Spain
Petra Mechurova		Czech Republic
S&A Group		Ukraine
Sanrizz	UK	
Sassoon		UK
Stevo		Slovenia
TIGI Creative Team		UK
Winters	Italy	

The 2009 Vienna Alternative Hair Show is very generously supported by:



Alternative Hair exists and continues because of the fantastic support that it receives from the hairdressing profession globally. Tony Rizzo, Founder, Anthony Mascolo, President, Joshua Galvin, Honorary President and Vidal Sassoon, Worldwide Honorary Patron are all humbled by the support received each year from hairdressers, professional hairdressing companies and from the international media who continue to provide free advertising and to generously support by providing editorial coverage of the shows.

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