



## **\*\*MEDIA ALERT AND PHOTO OPPORTUNITY\*\***

**For Immediate Release: June 2, 2011**

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### **Volunteers of America Chesapeake's Shelter Plus Care and Community Psychiatric Rehabilitation Program Pairs with the American Beauty Academy to Provide Beauty Services for Homeless**

**What:** Volunteers of America Chesapeake, which operates 26 human service programs throughout Maryland, Virginia and Washington, D.C., will partner with the American Beauty Academy's Wheaton, Md., campus to host a Beauty Day on Monday, June 6, for the men, women, and children receiving services from the Shelter Plus Care and the Community Psychiatric Rehabilitation Program. Located in Lanham, the Shelter Plus Care and Community Psychiatric Rehabilitation Program provide permanent housing, rental assistance and psychiatric rehabilitative services to mentally ill homeless adults and their families.

The Beauty Day will provide the approximately 60 clients currently receiving services through this program to receive beauty treatments such as haircuts, manicures, pedicures, and facials.

"We wanted to help these men, women, and children gain confidence and realize their full potential," said **Victoria Karakcheyeva**, program director for Volunteers of America Chesapeake's Shelter Care Plus and Community Psychiatric Rehabilitation Program. "These families don't have many opportunities for these luxuries, or even a simple haircut, and it can really help brighten their days and give them encouragement to move forward. We are hoping this will be a long term partnership where we can offer such a beauty day to clients every month."

"Volunteers of America Chesapeake is an organization that provides assistance to many of our students. With the down turn of the economy, a lot of agencies have little or no funding," said Alana M. Gillespie, campus director for the American Beauty Academy in Wheaton. "Volunteers of America Chesapeake is an agency that American Beauty Academy can depend on to assist our students in every aspect of their lives. American Beauty Academy is excited to be able to partner with Volunteers of America Chesapeake and service their clients the same way they do ours."

Volunteers of America Chesapeake is currently serving more than 9,000 people -- 1,000 more than last year. More than half of the people the non-profit serves are currently living in one of the homeless shelters or one of the supportive housing facilities.

**When: Monday, June 6, 2011  
10:00 a.m.-3:00 p.m.**

**Where: The American Academy of Beauty, Wheaton Campus  
11006 Veirs Mill Road, Wheaton, MD 20902**

#### **ABOUT VOLUNTEERS OF AMERICA CHESAPEAKE**

*Volunteers of America Chesapeake, Inc. is a faith-based, non-profit organization whose mission is to inspire self-reliance, dignity and hope through health and human services in Maryland, Virginia and the District of Columbia. Founded in 1896 in Baltimore, MD, Volunteers of America Chesapeake is one of the first branches of Volunteers of America - one of the nation's largest and most comprehensive human services organizations. Through a dedicated and committed team of management, staff and volunteers and guided by our Core Values:*

*Caring, Respect, Faith, Quality and Trust Volunteers of America Chesapeake helps more than 9,000 people each year at our 26 programs serving: the homeless, mentally ill, individuals with intellectual disabilities, the aging, those in need of affordable housing, those recovering from substance abuse and community corrections. For more information about Volunteers of America Chesapeake, visit: [www.VOAchesapeake.org](http://www.VOAchesapeake.org)*

**ABOUT AMERICAN BEAUTY ACADEMY**

*The American Beauty Academy provides a solid foundation of disciplines to support career growth in Cosmetology and Professional Barbering. In addition to a full curriculum of classroom instruction, we also provide hands on training in the classroom salon. Our on-site salon lets advanced students work on paying clients under instructor supervision. American Beauty Academy provides a wide variety of salon and barbering services at highly discounted prices. Our services range from: Nail and nail art; Braids; Relaxers; Perms; Men and children's hair cuts; Razor shaves; Hair coloring and highlights; Facials; Round brushing; Hair weaving; Bridal styles.*

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