

## Hair cuts (and more) for a cause

Posted by: Laurel Babcock – Posted in Valhalla , White Plains [on Mar 30, 2010](#)

Just got sent this on behalf of the Vasken Demirjian Salon in White Plains.

1

tweet

retweet

The salon announced today a partnership to raise funds for Blythedale Children's Hospital, the Westchester hospital dedicated exclusively to the diagnosis, care and treatment of children with complex medical and rehabilitative needs. Continuously recognized as Westchester's most elite luxury salon directed by internationally renowned master colorist Vasken Demirjian, the Vasken Demirjian Salon has committed to make a donation for every beauty client that mentions "Blythedale" upon booking an appointment for the entire month of April. Demirjian has committed 15% of each sale, or a minimum of \$50 – whichever is greater – to be directly donated to Blythedale Children's Hospital. In addition, Vasken will be donating a deluxe salon beauty package to be auctioned off at the event, including hair cut and color, a deep conditioning Kerastase treatment, hair styling and finishing, and a manicure and pedicure.

This fundraising effort is in conjunction with Blythedale Children's Hospital's upcoming annual April 20 fundraising event: An Evening at 42 – Building Blythedale that will be raising funds for the construction of a new wing at the hospital. The event will be held at 42, atop the Ritz-Carlton in White Plains, and will feature Chef Anthony Goncalves' Contemporary New American cuisine along with a cocktail reception and a silent auction.

Vasken Demirjian, a committee member for 'An Evening at 42 – Building Blythedale', is a longstanding supporter of the hospital. "I will never forget the first moment that I walked through the halls of Blythedale. I was moved beyond words at the marvelous work, attention, and love the staff was directing to children who need their care." comments Vasken Demirjian. "It is truly an extraordinary facility – there is nothing else that exists like it – and I am fully committed to doing everything that I possibly can to raise funds for their much-needed new wing. And I that my humble efforts will encourage others in the community to do the same."

For further information about the salon and the fundraising event, e-mail [leah@llkent.com](mailto:leah@llkent.com) or call 917 434 9941.