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OWNER OF MADISON SALON COMPLETES FIRST IRONMAN TRIATHLON AND RAISES OVER \$10,000 FOR CHARITY

Knots-of-Love Founder Receives Check from Louis Orozco

Newport Beach, CA, December 5, 2009 – Louis Orozco, owner of Madison Salon in Newport Beach, competed in and completed his first Ironman triathlon last month. Contestants were given the opportunity to raise money for a charity of their choice as part of their admission. Orozco chose as his charity Knots-of-Love, a Newport Beach-based 501(3)c founded by Christine Fabiani Shively.

The Ironman Arizona triathlon consisted of three events: 2.4 mile swim, 112 mile bike ride and 26.2 mile run.

“Training for the Ironman Arizona triathlon was grueling because it is a punishing event,” said Orozco, “but not as tough as the fight many people are waging as they battle cancer. I have several clients who have been diagnosed with cancer. It’s my hope that the money raised through my triathlon participation will provide caps to give them and others in their situation a bit of comfort and happiness.”

Knots-of-Love provides hand knitted and crocheted (knotted) chemo caps for people experiencing the effects of chemotherapy and other life-threatening illnesses. Knots-of-Love volunteers knit and knot over 3,000 caps each month which are shipped to over 234 cancer treatment centers, infusion centers, hospitals and oncology offices in all 50

states, Canada and Mexico. Knots-of-Love has shipped over 30,000 caps since its inception in 2007.

“These caps, made with love by hundreds of volunteers who donate their time, labor and materials to this project, make a big difference in the lives of the recipients at the treatment centers,” said Shively. “Patients receiving caps now have an attractive head cover to conceal their hair loss, a way to keep their heads warm while undergoing chemotherapy in the cold treatment rooms and a soft cushion to protect heads made extremely sensitive from chemotherapy treatments.”

The money raised by Orozco enables Knots-of-Love to expand its cap distribution to more cancer treatment centers plus brain surgery centers. “Calls for caps come in daily from new treatment centers,” said Shively. “It’s wonderful to know that many people throughout the country will benefit from Louis’s generosity.”

(In the attached photo – Christine Fabiani Shively, founder of Knots-of-Love, is presented a check by Louis Orozco, owner of Madison Salon. Photo courtesy of Knots-of-Love.)

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Founded by internationally trained stylist Louis Orozco, Madison Salon was created to fill Louis’s vision of providing the best service, unparalleled creativity and state-of-the-art technology in a relaxed and beautiful surrounding that is both inventive and contemporary. In an era of forced trends and manufactured hip, Madison Salon stands out as naturally cool. Visit them at www.madisonsalon.com.

Knots-of-Love, Inc. is a 501(c)3 based out of Newport Beach, California. Founded in 2007, its mission is to provide hand-made chemo caps for people experiencing the effects of chemotherapy and other life threatening illnesses. Knots-of-Love volunteers knit over 3,000 caps each month which are shipped to over 234 cancer treatment centers, infusion centers, hospitals and oncology offices in all 50 states, Canada and Mexico. Knots-of-Love has shipped over 30,000 caps since its founding. Its founder, Christine Fabiani Shively, was recognized by President Clinton, Major League Baseball and PEOPLE Magazine for her community service during the 80th Major League Baseball All-Star Game in July. Shively was one of 30 people honored for their selfless acts of giving and service to their communities. Shively was one of five recipients selected by President Bill Clinton, President George W. Bush, President H.W. Bush, President Jimmy Carter and President Obama for special recognition. For more information go to www.knots-of-love.org.

