

# Trim those locks for charitable cause

**KUALA LUMPUR:** Spend RM15 for a haircut and you will at the same time be contributing to a charity fund.

Kimarie Salons and Schools, in its first joint project with the MAA-MEDicare Kidney Charity Fund, is organising a mass charity haircut and styling service at Sungei Wang Plaza here on April 11 from 10am to 8pm.

The event is also in conjunction with Kimarie's hair and fashion show themed 'Grafitti by Kimarie' in which 30 graduating trainees from the hairstyling school will be showing off their innovative techniques on models that day.

The funds collected will be channelled to MAA-MEDicare Kidney Charity Fund, a non-governmental organisation.

Kimarie marketing director Vincent Ho said the event is not only to raise funds for kidney patients but also to create greater awareness among the public of the disease and how to prevent it.

"Through this event, which is in support of the World Kidney Day celebrations this month, we hope to raise at least RM10,000 to subsidise the kidney dialysis treatment fees of needy patients," said Ho at a Press conference yesterday.

MAA-MEDicare general man-



Aliyah (right) handing over a pair of scissors to Liew

ager Aliyah Karen said that in recent years about 2,200 people in the country are diagnosed with kidney problems each year and the number is increasing.

"MAA-MEDicare is subsidising 600 kidney patients at its 11 dialysis centres nationwide, which depends on public contributions."

"We hope the public will come forward and be part of a caring society," she said.

Hairstyling vouchers for the event are available at all Kimarie salons and the MAA-Medicare of-

fice up to the day of the event.

Early birds on April 11 will also receive facial treatment vouchers sponsored by Cres Wellness Treatment Spa Centre as well as Wella hairstyling products worth over RM100.

The public will be entertained too by artistes from @19 Records at 2pm on that day.

Those interested to donate can contact the MAA-MEDicare fundraising department at 03-21421166 or e-mail to [pik-hor@maa.com.my](mailto:pik-hor@maa.com.my). — By KOH JING JEH