

# Edmund James Salon & Day Spa Makes Self-Indulgence A Virtue

***Brand New Marina-Front Spa in Palm Beach Gardens announces month-long program to support Palm Beach County Non-Profit "Voices For Children."***

November 25, 2009 (Palm Beach Gardens, FL) Normally, a visit to a salon and day spa means a couple of hours of blissful self-indulgence. And whether it's a "mani-pedi" or a soothing Swedish massage, salon fans look eagerly forward to a well-deserved break from the hustle and stress of South Florida living.

Now, **Eddie Soriero** and **Kevin James Pace**, co-owners of the brand-new **Edmund James Salon & Day Spa** in Palm Beach Gardens, have dreamed up a novel way to make a spa day not only an investment in yourself, but also a great way to help the Palm Beach County's at-risk children.

Through the month of December, visitors to the salon will have an opportunity to participate in their "**20 For 20**" charity event. With the purchase of a \$20 raffle ticket, guests will receive 20% off any service to be used that day. Bring a friend and purchase an additional raffle ticket for only \$10. All raffle proceeds will go to Voices for Children of Palm Beach County. Voices for Children works with private and public organizations within the County to help keep children out of the foster care system, and in the care of family members.

"Foster care serves an incredibly important role in our society," notes Maryann Mayo, Executive Director for Voices for Children. "It provides structure and support for literally thousands of children in our county. But foster care should be viewed as a last resort." She continues, "In many cases in which the parents can no longer care for their kids, there are other family members who are able and willing to step in - from aunts and uncles, to grandparents. The problem, we've found, is that many of these potential caregivers do not have access to the resources they need to keep the child with them - or even adopt - these children. Voices for Children helps provide these potential caregivers with the legal and administrative support they need to navigate the court system, and in the end, keep kids in the care of people who know them and love them - their relatives."

Beyond doing something great for kids, salon visitors who buy the raffle tickets will not only receive 20% off their services that day, they will also have the chance to win something great for themselves - an entire year of free salon and spa services valued at \$1000! "And that includes everything - from head to toe," added co-owner Soriero.

"I have kids of my own," he continued. "And I have a soft spot for them. We've worked with Voices for years, and thought this was a great way to take some of the excitement and energy of our grand-opening and channel it into an important organization." Kevin James Pace notes, "When a little girl named Destiny entered our salon after just having eye surgery, our hearts just melted, and we wanted to come up with a way to help other children in her situation."

"In this time of year when everyone is in the spirit of giving, helping this charitable organization should come easy," adds Mr. Soriero. "The lucky winner of the raffle will be drawn and announced on Christmas Eve at the salon over a champagne toast," he notes.

The brand new, over 4,000-square foot salon and spa offers an array of traditional and specialty day-spa services, including a separate old-fashioned barbershop that specializes in hot towel shaves and pampering for men. The waterfront salon is located at **2401 PGA Boulevard**, Suite 185, in **Palm Beach Gardens**, next to Carmine's market. For more information, or to book an appointment, call **561.691.0365**, or visit the website at [www.edmundjamessalon.net](http://www.edmundjamessalon.net).

To learn more about Voices for Children of Palm Beach County, visit the website at [www.voicesforchildrenpbc.org](http://www.voicesforchildrenpbc.org)