



**The Relentless Pursuit of Results**

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## **Birmingham's FIGO salon sponsors a Vespa giveaway to support Forgotten Harvest**

February 1, 2010, Birmingham, MICHIGAN – FIGO has established itself as Southeast Michigan's premiere up-scale hair and beauty salon not only by offering highly trained stylists and the finest hair care products available today, but by demonstrating a vested interest in the community.

An established hub of beauty and fashion culture located in downtown Birmingham, FIGO has partnered with Joe Ricci Vespa, Tre Monti Ristorante and *StyleLine* magazine to sponsor a Vespa giveaway supporting Forgotten Harvest Food Bank of Oak Park. Formed in 1990, Forgotten Harvest aims to relieve hunger in the Detroit metropolitan community by rescuing prepared and perishable food and donating it to emergency food providers.

"We were particularly impressed to discover that every dollar donated will generate five meals," said Rino a co-owner of FIGO salon along with his wife Kristina Marra. "In these challenging times, that truly struck a chord with our staff. In fact we're encouraging our clients to make separate donations in addition to entering the contest."

FIGO has secured a 2009 Vespa LX 50 – a notoriously stylish motor scooter – from Joe Ricci Vespa and will host a contest open to new and newly-referred FIGO clientele. A salon service is required to qualify. Clients can enter to win the Vespa by referring a new client. Simply fill out an official entry form at FIGO and deposit it in the contest box. The newly referred clients also can win free haircuts for one year.

"This contest allows us to reach out and help an organization, Forgotten Harvest, right here in our community, while giving us a chance to show how much we appreciate our clients," said Rino.

The FIGO & Joe Ricci Vespa contest runs from Tuesday, Feb. 2 to Saturday, July 10, 2010. The grand prize drawing and the new client contest drawing will be held on July 10, at the FIGO Client Appreciation Party at the magnificent Tre Monte Ristorante in Troy. FIGO will donate the full cash value of the prize, \$3,299 (plus taxes and destination fees), to Forgotten Harvest, enough to provide more than 20,000 meals to those in need in the metro Detroit area.

FIGO is located at 265 N. Old Woodward, Birmingham. Call (248) 723-7990 or visit [www.figosalon.com](http://www.figosalon.com). When mentioning this contest, please add this disclaimer: © Piaggio Group Americas 2010. Piaggio® and Vespa® is a worldwide registered trademark of the Piaggio Group of companies. Obey local traffic safety laws and always wear a helmet, appropriate eyewear and proper apparel.

To schedule an interview with Rino of FIGO, contact Jim Miller at [millerj@publicityworkspr.com](mailto:millerj@publicityworkspr.com) or Stephanie A. Casola at [scasola@publicityworkspr.com](mailto:scasola@publicityworkspr.com) or call Publicity Works at (248) 691-4466.

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