

Media Contact:
Kara Pound
Old City Public Relations
kara@oldcitypr.com
386-237-4500



FOR IMMEDIATE RELEASE

PANACHE SALON + SPA ANNOUNCES APRIL EARTH MONTH EVENTS TO RAISE FUNDS FOR ST. JOHNS AND MATANZAS RIVERKEEPERS

Environmentally-Focused Films at The Corazon and a Pop-Up Shop at Panache

ST. AUGUSTINE, Florida (March 10, 2019) – Did you know that the Matanzas River is one of the last places in Northeast Florida where the water is clean enough to harvest and eat oysters? This is just one of the many reasons why Panache an Aveda, Store, Salon & Spa in St. Augustine Beach is hosting Earth Month events throughout the month of April to raise funds to support the St. Johns and Matanzas Riverkeepers. The goal is \$4,000!

“As an Aveda Salon, we’re challenged annually to raise money for environmental and sustainable causes,” explained Kristy Weeks, founder and owner of Panache. “This year, we’re partnering with Spanish Dutch Convoy to open a pop-up shop at our salon from April 1 through 30. We’ll be selling unique purses repurposed from men’s ties and carpet samples from Joyce Barrentine and RagBags as well as a line of clothing and accessories crafted by our very own creative team at the salon for this past St. Augustine Fashion Week.”

Earth Month events will also include “Viewings for the Earth,” a series of three environmentally-focused films curated by Gregory von Hausch of St. Augustine Film Festival, on Friday, April 19 at The Corazon Cinema and Café. Films will include *March of the Penguins* at 12 p.m., *Sweetwater* at 4 p.m., and *Hometown Habitat* at 7 p.m. Tickets are \$8 in advance (sold at Panache) and \$10 at the door with all proceeds benefitting the Riverkeepers.

“Ensuring that the Matanzas River remains clean and healthy takes a lot of work,” said Jen Lomberg, Executive Director and Riverkeeper for Matanzas Riverkeepers. “Having support from local businesses in our community is critical. Our quality of life here in St. Augustine depends on having healthy natural resources, so it is inspiring when people like Kristy and her team at Panache step up to protect them.”

EVENT SCHEDULE: Panache’s Pop-Up Boutique in partnership with Spanish Dutch Convoy will be open April 1 through 30 during regular business hours at Panache an Aveda Store, Salon & Spa, 1089 A1A Beach Blvd., St. Augustine Beach. “Viewings for the Earth” will be held at The Corazon Cinema and Café, 36 Granada St., St. Augustine.

For more information, visit getpanache.com or call 904-461-9552 and follow along on social media @getpanache

###