



Contact: Keith Klein  
MSA Advertising & Public Relations  
212-532-5151 x202  
[kklein@msanewyork.com](mailto:kklein@msanewyork.com)

**FOR IMMEDIATE RELEASE**

## **ERIC ALT SALON TO HOST HALLOWEEN BENEFIT EVENT**

*Bergen Restaurants Step Up to the Plate*

Wood-Ridge, NJ: The hottest Halloween ticket in town won't be on Halloween this year. On Thursday, October 28<sup>th</sup> at 8PM, Eric Alt Salon in Wood-Ridge will be transformed into an 80's style disco complete with celebrities, go-go boys, and red carpet! On hand to party for a cause will be Alt client Johnny Weir, that figure skating bad boy, style icon and media darling. Also scheduled to attend is The Real Housewives of New Jersey's Danielle Staub. Staub is not only an Alt client but has also been a spokesperson for Strengthen Our Sisters, the charity that will benefit from the evening's \$25.00 suggested donation.

Strengthen Our Sisters is a shelter and supportive service program for homeless, battered women and their dependent children. The program has been guided by Sandra Ramos since its inception in 1970 when Sandra founded the first shelter for battered women in North America.

Food, shelter, clothing, legal, and supportive services, as well as child care and job training are provided for SOS clients. The women participate in workshops on parenting skills, communication skills, self-esteem, stress management and self-help as well as classes in computer skills, and GED preparation. They are helped by a dedicated advocacy staff to apply for restraining orders, emergency assistance, and permanent housing. The women are supported in their goals toward furthering their education, developing skills, a sense of empowerment, and a positive self-image.

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The structure of the shelter is co-operative and non-hierarchical. The women (clients) play a major role in the decision making process of the shelter. They plan meals, activities, share jobs, and actualize the theme of the shelter, which is to "pass it on." Women leaving the shelter have joined a circle of support through which a bond has been formed to work together, to empower each other, gain assertiveness, independence, and self sufficiency.

“It looks like it’s going to be one heck of a party here in our little town!” Alt said. He was referring to the growing list of celebs and VIP respondents who also include The Naked Cowboy fresh from his national media tour accompanied by, who else, The Naked Cowgirl. Alt has reasons to be happy. The event has attracted a notable list of sponsors including Fragoli Wild Strawberry Liqueur from Italy. Models in red devil dresses will treat guests to the Fragoli Passion cocktail, a blend of Fragoli with Italian Prosecco. Also on board is an impressive roster of Bergen County restaurants including South City Group, Napa Valley Grill, Restaurant L, Red Hen Bistro, Clove Indian Cuisine, Flirt Sushi and Stony Hill Inn.

Alt has just announced that since the event will likely be a sell-out, advance tickets are now available at both the Wood-Ridge (219 Valley Boulevard) and Saddle River (67 East Allendale Road) Salons. “It’s going to be a crazy scene at door,” Alt explains. “If you don’t want to miss this, get your tickets now!”

#### *About Eric Alt*

*Creative hairstylist, colorist and entrepreneur, Eric Alt is the owner of three successful salons in Northern New Jersey's Bergen County. His first salon, Eric Alt Salon, opened in Wood-Ridge in 2005, followed by Eric Alt North in Saddle River. His expanding beauty business includes a unique line of hair care products inspired by the beauty and tranquility of the red rocks in Sedona, Arizona. The distinctive packaging evokes a Moroccan feel and has been a big hit with Alt Salon customers who literally empty the shelves by weeks end. The Alt Hair Products, launched in January 2010, are also available at select locations nationally. Originally a makeup artist, Alt turned to hair styling and coloring to expand his creative expression. He apprenticed in haircutting at Vidal Sassoon and coloring at Bumble & Bumble, working at the latter for four and one-half years following his apprenticeship. He is also a frequent stylist for editorial shoots and fashion shows, including Fashion Week in New York City.*

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