**MEDIA RELEASE**

Friday 24 May 2019

**For immediate release**

**CUT-A-RAMA FUNDRAISING EVENT HEADING TO RENMARK**

**Sunday 2nd June from 6pm**

**Renmark Hotel | Murray Avenue, Renmark, SA**

The annual Cut-A-Rama fundraising event is heading to Renmark SA, with all proceeds to be donated to the Royal Flying Doctor Service of Australia. This year, the event will be held at the Renmark Hotel, Murray Ave. And we’re aiming to raise over $15,000 in just 3 hours!

Cut-A-Rama is the kick-off event to the Outback Car Trek, held the night before the official trek commences, and is organised by Just Cuts™. At the event, Just Cuts™ Stylists from all over Australia and New Zealand help drivers create wild hair styles and colours to sport during the week-long trek.

At Cut-A-Rama, Outback Car Trek participants and onlookers donate thousands of dollars to see their friends’ heads shaved and cut into hilarious styles or sprayed in the most outlandish colours. Guests from the local community are also welcomed to take part.

“This is the 21st year of Cut-A-Rama, an event that we’re extremely proud to put on for all Outback Car Trek participants and the local community”, says Denis McFadden, CEO and founder of Just Cuts™ and dedicated trekker.

“The Royal Flying Doctor Service of Australia is a charity that has always been very close to my heart. Not only because of the inspiring work they do, but also for the huge impact that they have on so many people across Australia. Through Cut-A-Rama, we can raise even more funds for this fantastic charity”, he adds.

Cut-A-Rama is just one small part of Just Cuts’ ongoing commitment to the Royal Flying Doctor Service of Australia. Every Just Cuts salon in Australia holds a donation box for the charity, which is displayed on reception counters all year round, with Clients, Team Members and Owners alike donating their loose change to the cause.

And since first partnering with the Royal Flying Doctor Service in 1998, Just Cuts has raised over $500,000 for the charity through the annual Cut-A-Rama event, our salon donation boxes and a number of other fundraising initiatives.

**– ENDS-**

For further information about Cut-A-Rama and to organise a photo or interview with Denis McFadden, CEO and founder of Just Cuts™, please contact:

Kelly Gaunt

Just Cuts Brand and Communications Manager

+61(2) 9527 5444 or kelly@justcuts.com

**More about the Royal Flying Doctor Service**

The Royal Flying Doctor Service of Australia is one of the largest and most comprehensive aeromedical organisations in the world, providing extensive primary health care and 24-hour emergency service to people over an area of 7.3 million square kilometres.

Delivered by a dedicated team of professionals, using the latest in aviation, medical and communications technology, and support by a vast number of volunteers and supporters, the Royal Flying Doctor Service of Australia is vital for those who live, work and travel in rural and remote Australia.

Find out more here: <https://www.flyingdoctor.org.au>

**More about the 2019 Outback Car Trek**

[The Outback Car Trek](http://www.outbackcartrek.com.au/) is an annual event that raises funds for the Royal Flying Doctor Service. The Trek is an event for older 2WD cars, and all of the cars are specially prepared to cope with the fun of Outback and remote dirt road driving.

**About the Trek**

The 2019 trek will be the 30th Anniversary of [the Outback Car Trek](http://www.outbackcartrek.com.au/). Over 29 years the trekkers have raised in excess of $28 million for the RFDS! This year the Trek will start in Renmark, SA on 2nd June and end in Vesteys Beach, NT on 14th June.

[The Trek](http://www.outbackcartrek.com.au/) is all about:

• Having fun
• Seeing parts of Australia that most people only dream about visiting
• Contributing socially and financially to the towns visited
• Raising vital funds for the Royal Flying Doctor Service

Find out more here: <http://www.outbackcartrek.com.au>

**More about Just Cuts**

Just Cuts is an Australian hairdressing franchise that bridges the gap between a barber and a high end hair salon. With salons in every state of Australia and on both the North and South islands New Zealand, it is the largest hairdressing company in the Southern Hemisphere. Based on a fixed price, no appointment system, Just Cuts offers clients affordable haircuts from fully qualified hairdressers and performs over 100,000 Style Cut cuts per week across Australia and New Zealand.

Just Cuts was the brainchild of Denis McFadden, who turned a simple idea into a business concept that would change the hairdressing industry forever. McFadden ran his first ever “no appointment, $6 Style Cut” promotion at his humble Sydney salon, receiving an outstanding response from clients. It was on this basic fixed price initiative that the idea of Just Cuts was born. The following year, the inaugural Just Cuts salon opened its door to the public. And in 1990, the first Just Cuts franchise opened in the suburb of Engadine, in the south of Sydney, New South Wales. Our brand has continued to expand ever since, with over 200 locations across Australia and New Zealand.

In 2013, Just Cuts launched JUSTICE Professional – a range of salon quality haircare and styling products available exclusively in all our salons at a competitive, affordable price. The JUSTICE Professional line has something for everyone, including everyday shampoos and conditioners, anti-dandruff and dry scalp treatments, toning products, nourishing leave-in treatments and a range of hair styling waxes and sprays.