



## **Emergia Hair Group**

Terra is excited to announce Emergia Hair Group as their newest partner for the Baby Heroes diaper drive campaign. Emergia kindly donated numerous hair cut vouchers for volunteers who are helping with Baby Heroes. Emergia is also the home to one of our drop-off locations within Edmonton who, as a small business, generously supports the campaign in its first year.

Emergia will be teaming with Terra in the coming weeks to help support the Baby Heroes campaign, but will also continue to provide support to Terra throughout the year. Emergia is working to develop a mentorship program with Terra, focusing on small business, entrepreneurship and how-to-be-a-Mom while still being a successful business owner and member of the community. Emergia will be working with Terra as part of their Community Involvement Program.

Emergia is located at #215, 11830-111 Avenue for all diaper drop-offs during Baby Heroes.

## **About Baby Heroes:**

The Terra Baby Heroes campaign works to engage the community through a three-week diaper drive, taking place from October 7 – 25<sup>th</sup>, 2009, to raise awareness about the importance of empowering teen parents to succeed.

WEM is the primary diaper drop-off location (Phase 1, near entrance 40), but donations can also be made at any one of our other drop-off locations around Edmonton, such as Bon Ton Bakery.

To learn more about the campaign, where other drop-off locations are, to volunteer and to donate, please visit:

[www.terraassociation.com](http://www.terraassociation.com)