

# Sally Beauty Partners with Free Mom Hugs to Support the LGBTQIA+ Community At Local Pride Events Across the Nation

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*The beauty retailer is reinforcing its commitment to community-building, self-expression, and inclusion by partnering with Free Mom Hugs for the second consecutive year.*

DENTON, Texas, May 28, 2025 /PRNewswire/ – Sally Beauty, the industry-leading destination for professional-quality hair color and care, is proud to announce the latest initiative in the Rooted in Success event series, which has engaged with over 23,000 consumers since its launch in 2024. To continue building upon last year's momentum, the retailer will be present in five cities across the United States to support events in celebration of the LGBTQIA+ community.



Sally Beauty is proud to continue its partnership with [Free Mom Hugs](https://freemomhugs.org), a 501(c)3 organization that empowers the world to celebrate the LGBTQIA+ community through visibility, education, and conversation. Following a strong partnership in New York City last June, which served more than 6,000 consumers across a 3-day celebration, this year, Free Mom Hugs and Sally Beauty are continuing their support together by taking their partnership across the country.

Throughout June, Sally Beauty and Free Mom Hugs will host booths at local Pride festivals and parades, offering a space filled with inspiration and community building. Sally Beauty will distribute 5,000 gift cards\* at the events to help attendees discover products that promote self-confidence and self-expression. Free Mom Hugs volunteers will join in the celebrations by offering hugs, high-fives, affirmations, and emotional support.

"Partnering with Sally Beauty during Pride is more than just a celebration—it's a powerful statement of visibility and affirmation," said Free Mom Hugs Founder, Sara Cunningham. "Together, we're creating spaces where authenticity is celebrated, beauty is inclusive, and everyone feels seen, valued, and loved."

Find Sally Beauty and Free Mom Hugs at the following Pride events this June:

- June 8, WorldPride DC 2025 Street Festival and Concert (Washington, D.C.)
- June 14-15, Dallas Pride Music Festival + Dallas Pride Parade (Dallas, TX)
- June 29, San Francisco Pride Celebration (San Francisco, CA)
- June 29, Denver PrideFest (Denver, CO)
- June 29, NYC PrideFest (New York, NY)

"Inspiring individuality and creating a space where all are welcome is at the heart of what we do," said John Goss, President of Sally Beauty. "Our Rooted in Success event series, along with our partnership with Free Mom Hugs, is a testament to our commitment to inclusion by ensuring Sally Beauty communities feel seen, supported, and celebrated."

In addition to the local Pride celebrations taking place across the country, Sally Beauty is spotlighting LGBTQIA+ founders and creators across the retailer's digital channels to drive storytelling and spark meaningful conversation. Consumers will discover Brad Mondo (Founder, XMONDO), Jesseca Dupart (Founder, Kaleidoscope), Brian O'Connor (Founder, Good Dye Young), Amy Errett (Founder & CEO, Madison Reed), Joey Jay (RuPaul's Drag Race series alum), Gregory Patterson (Celebrity Stylist and Hair Expert for Sally Beauty), Matt Newman (Hairstylist and Content Creator [@mattloveshair](https://www.instagram.com/mattloveshair)), and Jonathan Monroe (Content Creator [@jonathankmonroe](https://www.instagram.com/jonathankmonroe)), to name a few.

Learn more about Pride programming and Sally Beauty's LGBTQIA+ owned or founded brands at [SallyBeauty.com/events](https://sallybeauty.com/events).

## About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH), as the leader in professional hair color, sells and distributes professional beauty supplies globally through its Sally Beauty Supply and Beauty Systems Group businesses. Sally Beauty Supply stores offer up to 7,000 products for hair color, hair care, nails, and skin care through proprietary brands such as Ion<sup>®</sup>, Bondbar<sup>®</sup>, Strawberry Leopard<sup>®</sup>, Generic Value Products<sup>®</sup>, Inspired by Nature<sup>®</sup> and Silk Elements<sup>®</sup> as well as professional lines such as Wella<sup>®</sup>, Clairol<sup>®</sup>, OPI<sup>®</sup>, L'Oreal<sup>®</sup>, Wahl<sup>®</sup> and Babyliss Pro<sup>®</sup>. Beauty Systems Group stores, branded as Cosmo Prof<sup>®</sup> or Armstrong McCall<sup>®</sup> stores, along with its outside sales consultants, sell up to 8,000 professionally branded products including Paul Mitchell<sup>®</sup>, Wella<sup>®</sup>, Matrix<sup>®</sup>, Schwarzkopf<sup>®</sup>, Kenra<sup>®</sup>, Goldwell<sup>®</sup>, Joico<sup>®</sup>, Amika<sup>®</sup> and MoroccanOil<sup>®</sup>, intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit [sallybeautyholdings.com](https://sallybeautyholdings.com).

## About Free Mom Hugs

Free Mom Hugs is a 501(c)3 nonprofit organization that works to empower the world to celebrate the LGBTQIA+ community through visibility, education and conversation. Learn more about [Free Mom Hugs](https://freemomhugs.org).

\*while supplies last

# SALLY. Beauty

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