

I GRAYED,  
I SAVED,  
I GAVE.  
#GrayForGood



Gray For  
Good for all  
womanhood™

## #GrayForGood Global 2021 Campaign Celebrates Women's Gray Hair and Intentional Gestures Toward Closing The Gender Equity Gap

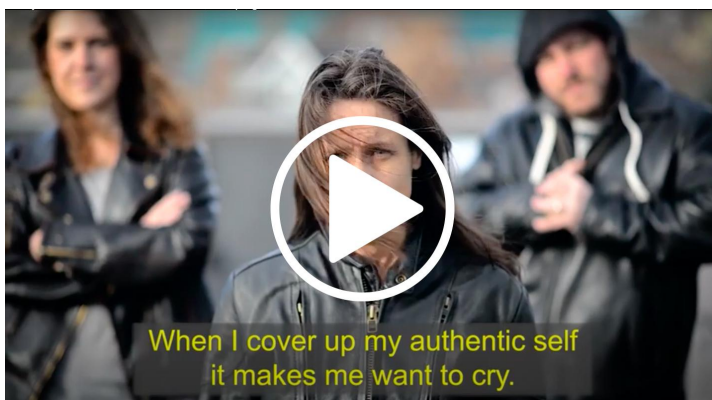
February 22, 2021

LYONS, CO— Just in time for Women's History Month and International Women's Day in March, HerzMuses Enterprises launches Gray For Good - For All Womanhood, a 2021 global grassroots campaign devoted to celebrating all women-identified individuals who go gray and eradicating the gender equity gap by increasing charitable giving to women and girls focused causes.

Goldstein Market Intelligence identified in 2020 that more than 75 percent of women use some kind of hair dye in the United States alone<sup>(1)</sup> with the halo of mental, economic, and societal costs of coloring gray simply too large to measure. Couple this with the fact that organizations focused on women and girls only received 1.6% of all giving in the U.S.<sup>(2)</sup> and giving to women and girls of color accounts for 0.5% of giving by foundations.<sup>(3)</sup>

"The cultural pressure to color gray is immense and as I've come of age I keep asking why, why, why do I feel like I am supposed to cover it up? If I live to be 80-years-old and color my hair six times a year starting at the age of 40, the collective cost could reach \$20,000 or more," says Herz. "It is beyond time to eradicate the manufactured coloring expectation and instead use the savings to fund women and girls focused causes as society collectively works to eternalize gender equity within our lifetime."

To motivate women globally to go gray for good, Herz produced a two-minute music video depicting the pain and predicament of coloring one's gray. The video, filmed in her hometown of Lyons, Colorado, features lyrics including:



Why we gotta color?  
Why we gotta try?  
Why we gotta cover up what's real and not a lie?  
I'm a woman with a soul.  
When people scan my gray,  
It makes me feel that I'm not whole.  
Color is cheap, but there is a cost.  
It's cognitive dissonance in a box.



Adults and children everywhere are encouraged to participate by consciously celebrating women who are gray with genuine gestures of support, and by contributing directly to their favorite women and girls charities. The campaign has a starting goal of \$1M in donations from 50,000 people at \$20 each. Success will be tracked by stated dollars using the hashtag **#GrayForGood**.

“Due to COVID-19, millions of women stopped coloring. Let’s use this collective moment to remind the world that we are enough without having to color and direct the financial savings to create meaningful and generational change,” Herz adds. “The more women who say *I grayed, I saved, I gave*, the more we will advance all womanhood for so many important reasons.”

- Video and digital assets are available [here](#).
- Learn more and contact Julia for speaking engagements at [grayforgood.com](http://grayforgood.com).
- Contact Emily Hutto with media inquiries about #GrayForGood at [hutto@radcraftbeer.com](mailto:hutto@radcraftbeer.com).

## **ABOUT GRAY FOR GOOD - FOR ALL WOMANHOOD**

Gray For Good - For All Womanhood is a global 2021 global campaign to celebrate all women-identified individuals who don't dye their gray hair and encourage the world to consciously and collectively increase giving to women and girls focused causes, bringing donations to a more equitable place. Join in at [grayforgood.com](http://grayforgood.com) and by using the hashtag #grayforgood.

## **ABOUT HERZMUSES ENTERPRISES**

Julia Herz founded HerzMuses Enterprises in 2020 to bring energy, momentum and awareness to meaningful causes, companies, and brands. Learn more at [herzmuses.com](http://herzmuses.com).

(1) Global Hair Color Industry Analysis By Product Type (Powder Hair Color, Crème Form), By Usage, By Composition, By Distribution Channel & By End-User With COVID-19 Impact | Market Outlook 2017-2030

(2) The Women & Girls [Index](#) 2020: Measuring Giving to Women's and Girls' Causes

(3) Ms. Foundation for Women [Study](#) on Philanthropic Giving for Women and Girls of Color, July 1, 2020