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Beauty store owner mobilizes donations for Camp Fire victims

Submitted by Kathy Merchant



Photo provided

As soon as Carrie La Shell, owner of Lafayette Beauty, learned of the devastation of the Camp Fire, she went into action. The first step was her own pledge of \$5,000 worth of shampoo, soap, lotions, cosmetics and more. Later her landlord joined in with a matching \$5,000 donation. La Shell quickly reached out to her beauty store community to collect \$25,000 worth of sundries, gift cards, blankets and pillows, reading glasses, and first aid kits. "The thought of people sleeping in a Walmart parking lot in the cold with nothing was heartbreaking, and I wanted to do something to help," she explained. The response in donations was so overwhelming that La Shell had to rent a U-Haul truck to deliver the goods. What a beautiful way to wrap up 2018.

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