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## **New Website 'SocialWorth' Encourages Rhode Island and Connecticut Beauty Professionals to Help Their Communities**

While the west coast may lure most of America's entrepreneurial talent to Silicon Valley, Connecticut-based company SocialWorth Inc. is breaking new ground in finding technical solutions to social challenges. Mysocialworth.com is a fledgling website that facilitates free haircuts and grooming services for transitional housing residents. It is a new type of online appointment-booking website that staff at homeless shelters use to book haircut appointments at local salons on behalf of the shelter's inhabitants.

SocialWorth's business model functions as a two-party communication platform, much like a dating website. It connects transitional housing staff with philanthropic local hairstylists and barbers. Starting February 15th, 2016, stylists log on to mysocialworth.com and create profiles listing the services they offer and their available appointment times. Since they are volunteering their time right in the salon, they can have a positive social impact without taking time off from work to volunteer. Transitional housing staff and case workers create profiles and request appointments for their residents, listing the residents' names and the types of service they require. The site allows stylists to view these appointment requests and either accept or decline them.

SocialWorth solves the problem of people living in transitional housing going without the professional grooming services they need to look and feel better. It is also a valuable marketing tool for local businesses in need of an effective cause marketing solution, because businesses can now provide hands-on help to people right in their neighborhoods. Each salon and transitional housing facility that signs up on mysocialworth.com receives a window decal signifying their participation in the program. They can also track the social impact they've made through their site profile, which features a "My Social Worth" barometer to gauge the impact they've had on their communities.

Building mysocialworth.com has long been a dream for founder Caitlin Deigel, who spent several years as a hairstylist in Massachusetts and Rhode Island before returning to school to pursue her economics degree. She spent time volunteering her styling skills to homeless shelter residents in Westerly, spawning the concept of SocialWorth. "Using my skills to help people at the shelter was extremely rewarding. I felt like it literally increased the value I created for society, but I found I couldn't visit them as often as I would have liked due to working full time. I created SocialWorth so that stylists could have more opportunities to volunteer, even if it's just a couple appointments a week."

For more information and to see how SocialWorth functions, visit [mysocialworth.com](http://mysocialworth.com).



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