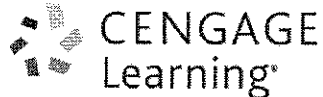


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## **Milady Sponsors Employee In Journey To Olympics**

*Milady is proud to sponsor nationally ranked Judo champion at African Open in Casablanca, Morocco.*

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**Clifton Park, NY, January 28, 2014** – Milady, a part of Cengage Learning, and a leading provider of beauty and wellness learning solutions, today announced their sponsorship of Ashley Hejlik, Milady's Sales Support and Training Coordinator as she travels to Casablanca, Morocco to compete in the 2014 African Open.

This will be Ashley's first time on the world stage in the highly competitive sport of Judo. She is currently ranked 9<sup>th</sup> in the United States in the 52 kg weight division as well as the current USA Judo Senior National Champion in the Brown Belt division. Her journey has been one of determination, as she uprooted her life in Kansas to move to New York's capital region in pursuit of her dreams.

Judo, a martial art based around throwing an opponent, is a highly competitive sport that demands a lot from its athletes, both physically and mentally and requires motivation and positivity to excel. This, according to Gerard McAvey, Director of Marketing and Training for Milady and Ashley's manager, is where you find a strong relationship between what Ashley is trying to achieve and what the beauty and wellness industry have in common.

"If you're in the beauty and wellness industry you're always facing an uphill battle, whether it be the regulatory climate, local competition, or just challenging yourself to excel, and you need to stick with it," says McAvey. "Ashley embodies that, working full-time for Milady to service our industry, and then working out and competing for up to 30 hours each week outside of work. It's the same attitude that you see in this industry and we're proud to support her."

The competition, which took place on January 25<sup>th</sup>, was Ashley's first chance to gain qualifying points for the 2016 Olympic Games in Rio de Janeiro, Brazil.

### **About Cengage Learning and Milady**

Cengage Learning is a leading educational content, software and services company for the academic, professional and library markets worldwide. Milady, part of Cengage Learning, is the leading provider of beauty and wellness education and training resources since 1927. Known not only as a provider of pre-licensure resources, Milady offers various forms of training and consulting products for salon and spa students, professionals and business owners, creating a full spectrum of services for the beauty and wellness industries. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. For more information please visit [www.cengage.com](http://www.cengage.com) or [www.milady.cengage.com](http://www.milady.cengage.com).

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