



## PRESS RELEASE

**Atlanta, June 8, 2011** Over 60,000 hairstylists, exhibitors, distributors and cosmetology students will emerge on the city of Atlanta as Bronner Bros. rolls out the red carpet on yet another fantastic show. Celebrating its 64<sup>th</sup> International Hair Show, August 20-23, 2011, at the Georgia World Congress Center, the four-day cosmetology convention will offer a unique opportunity for thousands of stylists who endeavor to stay on the cutting-edge of new developments in products and styling techniques to come together for one cause – to witness and experience a quality show with education and entertainment – unmatched at any other show.

The four-day beauty convention will open with a concert featuring the great Fantasia on Saturday, August 20<sup>th</sup> at the Georgia World Congress Center and starts at 9:00 p.m. Opening act for the concert will be comedian Steve Brown. On Sunday morning a church service will be held with presiding pastor Bishop Dale C. Bronner, followed with a concert featuring William McDowell. Always with excitement and the unusual – Bronner Bros. will bring together five of the most sought after hairstylists in the industry – dueling in a boxing ring at the Hair Battle Royale with prize money of \$20,000.00 being awarded to one winner. The five contestants vying for the prize money are: Tanya Crumbel, Terrance Davidson, Angela Stuckey, Jeanette Thompkins, and Tywan Williams. On Saturday night Bronner Bros. will host an All White Party and on Saturday and Sunday night the Hip-Hop After Parties will be held.

Convention sponsors, Clairol, Ford Motor Company, Liquid Keratin Bold, Mattel, SoftSheen-Carson and United Healthcare will have demanding presence on the exhibit floor along with over 300 other exhibitors showcasing their wares. Also Bronner Bros. will introduce new and faithful educators at this show: Floyd Kenyatta, Danessa Myricks, Ashtae Design Team, Andis Clipper Co. , Avalon and Nu-Expressions and more.

The Bronner Bros. International Hair Show will offer everything needed for progressive cosmetologists to increase their business and professional skills in today's demanding beauty market. The Bronner Bros. Hair Show is recognized as the largest beauty and trade show of its kind in the world. The show occupies over 350,000 square feet in exhibit space. It also continues to attract over 60,000 participants, 300 exhibitors and 500 distributors and produces a comedy show and hair battle that attracts over 9,000 people at each event. The event is an Atlanta institution, celebrating 64 years of family tradition, African American pride, family unity and creative hair.

### **About Bronner Bros.**

Bronner Bros. is a privately held, family-owned company. It was founded in 1947 by Nathaniel H. Bronner, Sr. and his brother, Arthur Bronner, Sr. Today, Bronner Bros. is headed by the second generation. Bernard Bronner leads the company as President and CEO. The Bronner Bros. enterprises consists of BB Beauty Products, African Royale and NuExpressions product lines, Upscale Magazine, Cottonwood Hot Springs Spa and Motel in Alabama, Bronner Bros. International Hair Shows, The Word of Faith Family Worship Center and the Ark of Salvation Worship Center. The corporation headquarters is located in Marietta, Georgia. For additional information visit the company website at [www.bronnerbros.com](http://www.bronnerbros.com), Facebook at [www.facebook.com/bronnerbros.](http://www.facebook.com/bronnerbros.), or Twitter at <https://twitter.com/bronnerbros>. Historic and current photos are available upon request.

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