

# THE HAIR GAMES



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## PRESS RELEASE

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### **Stylist Registration Now Open For The Hair Games 2015**

**March 25, 2015 (Charlotte, N.C.)** – Registration is now open for stylists seeking to enter The Hair Games. This annual fashion event pits stylists against one-another in a Hunger Games-style competition, awarding the coveted ‘Best Stylist’ title to the last one standing.

Contestants display their unique hair, fashion and makeup designs on the runway. Designs are evaluated by a panel of judges and scored in five categories: hair style, stage appearance/costumes, performance and execution, originality in skit/music, and audience participation. The winner receives a yearlong reign as the region’s best stylist, a \$2,000 cash prize, a trophy, advertising and other business development opportunities.

The annual event, with over 1,000 attendees, a vendor village, a musical performance and a fashion show will be held at the Charlotte Convention Center on Sunday, July 26<sup>th</sup>, 2015. The Hair Games’ creators, Katrice Thompkins and India Rice, launched the competition three years ago with the goal of promoting small business development and entrepreneurship in the community.

Ten stylist slots are available on a first-come, first-served basis. All entrants must be 18 years-of-age or older, a licensed cosmetologist, and must submit the registration form and \$300 entry fee. Up to 10 models are allowed per entry. Stylist may register online or download a paper copy of the registration form at <http://www.thehairgames.com/registration/stylist-registration/>.

#### **About The Hair Games:**

Established by K and I Enterprize, LLC in 2012, The Hair Games showcases the best talent in professional cosmetology from across the region while furthering entrepreneurship in the industry. The only show of its kind in Charlotte featuring the original hair, makeup and clothing designs of local stylists, The Hair Games provides advertisement and business development opportunities for contest entrants and sponsors, and supports a different community non-profit organization each year. For more information, visit <http://thehairgames.com>.

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