



PRESS RELEASE

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Charlotte's Fourth Annual Hair Games Gets A Makeover

April 20, 2016 (Charlotte, N.C.) – The Hair Games returns in its fourth year with a revamped hair competition and fashion show, The Hair Games: Reloaded, on Sun., May 22, at 5:00 p.m. at the Hilton Charlotte University Place (8629 J M Keynes Dr., Charlotte.)

The show pits top stylist talent from across the region 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.

For the first time, The Hair Games: Reloaded will also include an on-stage, live barber competition, judged by leading professionals in the industry, including barbers Eric Cheek, Tre Trimz and Big Red. (Editor’s Note: For biographies and photographs of all contestants and judges, visit <http://www.thehairgames.com/>).

Renowned Charlotte radio personality and NBA Charlotte Hornets' Host Derrick "Fly Ty" Jacobs joins The Hair Games as 2016 Host. The event also features a performance by the Hip Hop National Champion dancers of Fuzion Force, a fashion show featuring the creations of The House of LeMond Men's Boutique, music by DJ Krazy T, and vendors.

The Hair Games’ original creators launched the competition four years ago to promote small business development and entrepreneurship in the industry and to give back to the community. In keeping with the original mission, The Hair Games: Reloaded has partnered with Levine Cancer Institute to support the fight against cancer in the Carolinas.

Tickets (\$20-\$35) are available online at via EventBrite at <https://www.eventbrite.com/e/the-hair-games-reloaded-tickets-24302539550> or by calling 704.548.0527.

About The Hair Games

The Hair Games was established by K&I Enterprize, LLC in 2012 to showcase the best talent in professional cosmetology from across the region while furthering entrepreneurship in the industry. Now entering its fourth year, the new iteration, The Hair Games: Reloaded, is created and organized by one of the show's original developers: India Rochelle Rice.

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, sponsors, and vendors. For more information about The Hair Games or the 2016 judges, stylists, sponsors and performers, visit <http://thehairgames.com> or call India Rice at 704.548.0527.

About India Rochelle Rice

India Rochelle Rice is the owner of Rochelle Salon Suites, located at the Shoppes at University Place. She created Rochelle in recognition of the need for talented beauty professionals to become entrepreneurs in their art form; a successful entrepreneur herself she has been committed to helping others achieves success in business. She holds a BA degree in Communication and an MBA in Business Administration. Her career includes over 10 years in compensation management and project management for prominent Wall Street brokerage firms.

India is also a Zumba instructor and teaches classes for Fitness Connection and independently at the Huntersville Arts & Cultural Center. She has used her platform in the fitness industry to support community programs and promote wellness; annually, she organizes fundraisers for Barber Scotia College, has participated in events to raise money and awareness for Breast Cancer, Alzheimer's and End Domestic Violence campaigns, and was instrumental in developing a wellness program for Steele Creek AME Zion Church. She also works with the Huntersville Park and Recreation summer youth programs teaching dance.

India was recognized for her entrepreneurship by Time Warner Cable as a recipient of the 2014 "Small Business, Big Impact Award" and currently serves on the Board of Advisors for Empire Beauty School – Pineville/Matthews location.

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