



PRESS RELEASE

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Charlotte's Annual Hair Games Promotes Unity Through Hair and Fashion

March 27, 2017 (Charlotte, N.C.) – The fifth installment of The Hair Games, Charlotte's annual hair competition and fashion show, takes place Sun., May 21, 2017, from 5:00 p.m. to 8:00 p.m. at the Charlotte Convention Center (501 S. College St., Charlotte). The 2017 theme, Unity, is a nod to the show's vision of bringing together diverse talent to create beauty and encourage renewed commitment to our shared humanity.

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: hairstyle, stage appearance/costumes, performance and execution, originality in skit/music, and audience participation. The show also includes an on-stage, live barber competition. The Hair Games judges are leading professionals in the industry, including Big Red, Gene Winchester, Shaun Corbett, Lisa Morris, and Alycia Williams. (Editors Note: For biographies and photographs of all contestants and judges, visit <http://www.thehairgames.com/>).

Returning entertainment includes renowned Charlotte radio personality and NBA Charlotte Hornets' Host Derrick "Fly Ty" Jacobs and DJ Krazy T. The event also features a performance by the Hip Hop National Champion dancers of Fuzion Force, a fashion show featuring original Hair Games designs, and a vendor village.

The Hair Games' original creators launched the competition 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: Unity** will support the work of a nonprofit organization in the Charlotte community and will provide a student scholarship for Fuzion Force Entertainment Academy.

Tickets (\$25 -\$35) are available online at via Eventbrite at <https://www.eventbrite.com/e/the-hair-games-unity-tickets-32636361235> 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: Unity, is 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 2017 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. 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/Mathews location.

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