



FOR IMMEDIATE RELEASE

BRONNER BROS. CELEBRATES 70TH ANNIVERSARY IN HIGH STYLE

– World’s largest multicultural beauty show returns to Atlanta –

- WHO:** Bronner Bros. 70th Annual Mid-Winter Beauty Show
- WHAT:** The world’s largest multicultural beauty tradeshow for licensed cosmetology professionals, students, manufacturers and distributors
- WHEN:** February 11-13, 2017
- WHERE:** Georgia World Congress Center, Downtown Atlanta
285 Andrew Young International Blvd NW
Atlanta, GA 30313
Hall C
- WHY:** Now in its seventh decade, the Bronner Bros. Beauty Show has been the premier platform for global trends in multicultural beauty and style. From the sophisticated stylings of First Lady Michelle Obama and Beyonce’s platinum braids in Lemonade, to Oprah’s voluminous curls, each of their stylists have participated in the Bronner Bros. show. Nowhere else can one find this many beauty heavy-hitters under one roof.

The market for multicultural beauty is an estimated \$500B and growing. The Bronner Bros. Beauty Show generates approximately \$30M in revenue for the city of Atlanta and attracts the best and brightest in the industry. During the three-day event, over 300 manufacturers, distributors, and retailers will showcase their latest products and services in front of more than 40,000 cosmetology professionals. The show agenda includes competitions, more than 100 classes, speakers, panel discussions, networking and entertainment.

PHOTO OPS: Nearly 100 celebrities and entertainers, global beauty brands, fantasy hair, nail and make-up competitions. Members of the media are invited to attend. **To request a press pass, visit <http://bronnerbros.com/press/>**

***** Confirmed Celebrities*****

RICK ROSS
MUSIC ARTIST, MOGUL,
& ENTREPRENEUR

K. MICHELLE
R&B SINGER,
SONGWRITER,
TV PERSONALITY

KOUNTRY WAYNE
COMEDIAN

YOUNG DRO
HIP HOP ARTIST

SHEKINAH JO
CELEBRITY HAIR
STYLIST & REALITY
TV PERSONALITY

MISS LAWRENCE
REALITY TV
PERSONALITY,
CELEBRITY STYLIST, &
SALON OWNER

MICAH STAMPLEY
NATIONAL GOSPEL
RECORDING ARTIST

DWIGHT EUBANKS
REALITY TV
PERSONALITY & OWNER
OF THE PURPLE DOOR
SALON

RAZOR CHIC OF
ATLANTA
OWNER OF RAZOR CHIC
OF ATLANTA SALON

JJ WILLIAMS
COMEDIAN

STEVE BROWN
COMEDIAN

DEREK J
REALITY TV
PERSONALITY & OWNER
OF THE J SPOT SALON

ABOUT: Headquartered in metro Atlanta, Bronner Bros. (BB) is a privately held, family-owned company founded in 1947. The BB Enterprise consists of multicultural beauty products, UPSCALE Magazine and professional trade shows. BB employs more than 100 people in its manufacturing plant, shipping operations and corporate offices. For more info, visit bronnerbros.com.

MEDIA: Lalohni Campbell, la@persemediagroup.com, 404-593-7145

CONTACTS: Erika Respress, erikatbb@gmail.com, 770-988-0015 ext. 274