



FOR IMMEDIATE RELEASE

Bronner Bros. Launches Zamunda Challenge to Celebrate *Coming 2 America* and Black Culture

- *Barbers and stylists invited to showcase avant garde looks for chance to experience 75th Annual BB Beauty Show*
- *Limited edition iconic “Soul Glo” Hydrating Spray created by Bronner Bros. delivers a dose of inspiration and nostalgia*
- *Celebrity stylist judges include Larry Sims, Kim Kimble, Neal Farinah and Youssef Barber*

Atlanta, GA – March 15, 2021 – Bronner Bros., Inc. (BB), the nation’s oldest independently-owned Black beauty company announced the launch of its “*BB Goes to Zamunda*” Challenge in support of the newly released Amazon Original movie *Coming 2 America*. In celebration of Black culture, BB invites its network of over 200,000 professional multicultural stylists and barbers to participate in the “BB Goes to Zamunda” Challenge. As part of the collaboration, BB also created a limited edition “Soul Glo Hydrating Spray,” which was distributed to influencers, stylists, and barbers. The long-awaited sequel to the 1988 classic movie, *Coming to America*, launched worldwide on Amazon Prime Video on March 5, 2021 and is now officially the #1 streamed movie of the weekend and the #1 opening weekend of any streaming movie in the past 12 months per 3rd party Screen Engine /ASI’s weekly PostVOD™ ranking.

“Just as our legendary Beauty Shows are a part of the Culture, so is *Coming 2 America*. Considering the challenges of 2020, this year is all about the ‘glow up.’ We thought it fitting to create a limited edition Soul Glo product to celebrate,” said James Bronner, SVP of Bronner Bros. Trade Show Operations. “We’re excited to bring *Zamunda* to life through our virtual showcase. The Black beauty industry is known for flair and creativity, so I encourage our entire community of beauty pros to share their edgy and bold ideas with the world.”

Participants can submit a 30-second video displaying their unique hair artistry. Submissions may include avant-garde looks, tripped-out locs, carved and tapered African designs, and crowned braids, among others. There is no fee to enter. Selected videos will receive prize packs courtesy of Amazon Studios and be shared across official *Coming 2 America* social platforms.

Submissions will be judged by celebrity stylists including Kim Kimble (Rihanna, Beyoncé, Lady Gaga) Larry Sims (Gabrielle Union, Regina King, Zendaya, KiKi Layne), Neal Farinah (Beyoncé, Kelly Rowland, Solange) and Youssef Barber (Drake, Quavo, Big Boi). The goal of the challenge is to showcase new, emerging talent who create head-to-toe-looks inspired by the royalty and flair of the movie’s fictional African country of *Zamunda*. The panel of celebrity stylists will also select the most inspiring and creative look to participate in the 75th Annual BB Beauty Show, which is the largest multicultural beauty show in the world. Submission information is available at bbcoming2america.com. The official hashtags are #BBZamunda and #Coming2America.

“In addition to giving stylists the opportunity to capture the essence of Zamunda, we must honor the historical role of the barbershop in Black culture. Although three decades have passed, the My-T-Sharp Barbershop is still relevant," Bronner stated. “That’s because the barbershop is about more than haircuts. It’s about community, connections and uplift. I can imagine my father, Nathaniel H. Bronner, Sr. getting a good laugh and taking pride in how *Coming 2 America* embraces the culture.”

Collectively, multicultural stylists and barbers represent nearly 25% of all cosmetology professionals and significantly contribute to the textured haircare category’s estimated annual economic impact of \$2.51 billion. According to a recent Nielsen Report, African Americans also account for nearly 86% of the total spend in the ethnic beauty category.

About Bronner Bros., Inc.

Headquartered in Atlanta, Bronner Bros. (BB) is a privately held, family-owned company founded in 1947. The BB Show generates approximately \$60M in revenue for the City of Atlanta and attracts more than 30,000 attendees from around the world two times per year. For more info visit, bronnerbros.com and join the conversation on all social platforms [@bronnerbros](https://twitter.com/bronnerbros).

About *Coming 2 America*

Set in the lush and royal country of Zamunda, newly-crowned King Akeem (Eddie Murphy) and his trusted confidante Semmi (Arsenio Hall) embark on an all-new hilarious adventure that has them traversing the globe from their great African nation to the borough of Queens, New York – where it all began. Original cast favorites from *Coming to America* return including King Jaffe Joffer (James Earl Jones), Queen Lisa (Shari Headley), Cleo McDowell (John Amos), Maurice (Louie Anderson) and the motley barbershop crew. Joining this star-studded ensemble are Wesley Snipes, Leslie Jones, Tracy Morgan, Jermaine Fowler, Bella Murphy, Rotimi, KiKi Layne, Nomzamo Mbatha and Teyana Taylor, making *Coming 2 America* the most anticipated comedy film event of the year. Hair Department Co-Heads are Stacey Morris and Carla Farmer with Costumes by Ruth E. Carter. To watch the official trailer, [click here](#). #Coming2America @ZamundaRoyals

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