

FOR IMMEDIATE RELEASE

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31 Days to Celebrate Curls and WIN Big!

Austin, TX – September 30, 2010 – NaturallyCurly, (NaturallyCurly.com) the leading social network for people with curly, kinky and wavy hair, is celebrating its recent makeover with 31 days of beauty giveaways during the month of October.

"The recent makeover and re-launch of NaturallyCurly.com has been incredible for our company— a chance to showcase more than 12 years of content and community," remarks Michelle Breyer, NaturallyCurly.com co-founder. "This month-long celebration is our chance to give back to the people who got us here— our amazing readers. It's also a chance to showcase some of the best brands in the world of curls."

About the Contest

Readers can take part in daily giveaways from our sponsors: [Folica](#), [Abba Pure Performance Hair Care](#), [John Frieda](#), [Pantene](#), [Mop Top](#), [Kinky-Curly](#), [Curl Junkie](#), [AG Hair Cosmetics](#), [Ouidad](#) and [Hair Rules](#). In addition to the daily drawings—worth hundreds of dollars— each entrant will qualify for a chance to win the grand prize—an amazing package including an Apple iPad, a \$500 [CurlMart](#) gift card, and more than \$1,000 in prizes from the participating sponsors!

How to Enter

Participants must enter at <http://www.naturallycurly.com/giveaways/index/31-days> to be eligible. Each entry also goes towards the grand prize drawing on October 31, 2010. The giveaway begins October 1, 2010, at 12:00 a.m. and ends on October 31, 2010, at 11:59 p.m. No purchase is necessary.

About NaturallyCurly

Founded by Michelle Breyer and Gretchen Heber, NaturallyCurly is a network of sites that informs, empowers and unites a community of people brought together by a common interest – curly hair. The flagship brand, NaturallyCurly.com, attracts 450,000 monthly engaged, influential consumers creating user-generated content on a daily basis. The network includes CurlyNikki.com, the leading natural hair blog with a growing community of 120,000 uniques, CurlStylist.com, a professional community especially for stylists servicing their curly clientele, and CurlMart.com, a boutique e-commerce site showcasing more than 50 brands and 500 community-vetted products. The entire network logs 1.2 million monthly visits from an average of more than 200 countries worldwide, all finding the common thread – a curl, kink or wave – that bonds them together.

About the Redesign

The new site highlights the topics that matter most to these different hair types, whether someone is new to the site or a loyal community member. Revamp efforts include:

- [Hair-type specific content](#), [user blogs](#), [product reviews](#), [photos](#) and [message boards](#)
- An upgraded geo-targeted [Salon & Stylist Finder](#), allowing community members to find a nearby curl specialist
- An upgraded [Frizz Forecast™](#) that includes 5 days of forecasting humidity, dew-points and the effects of those elements on hair's "Frizz Factor"

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