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NaturallyCurly.com Launches Salute to Stylists

Austin, TX – December 15, 2010 – NaturallyCurly, ([NaturallyCurly.com](http://www.naturallycurly.com)) the leading social network for people with curly, kinky and wavy hair, has launched its first annual “Salute to Stylists” to find the best curl stylists around the country.

“One of the key reasons many curlies first come to our site is to find a stylist from the thousands of reviews that have been posted in our Salon Finder **section**,” says Michelle Breyer, [NaturallyCurly.com](http://www.naturallycurly.com) president and co-founder. “Cutting and coloring curly hair is an art form, and when you find a stylist who works well with your curls, you want to shout it from the rooftops. This 2-month search is a chance for curlies everywhere to review their favorite curl specialists, and to reward those stylists who have risen to the top.”

About the Program

Between Dec. 15 and Feb. 15, our community will post reviews about their stylists, ranking them on a one to five scissors rating. The stylist with the most positive new reviews will win a Grand Prize trip to New York for a 3-Day Deva Curlaboration and will be declared the 2011 National NaturallyCurly Expert. The grand prizewinner will also receive one year of free advertising on NaturallyCurly and a one-year subscription to “Modern Salon.” In addition to the grand prize winner, a stylist from each of seven U.S. geographical area will be declared a 2011 NaturallyCurly Regional Curl Expert and will receive three months of free advertising on NaturallyCurly, a one-year subscription to “Modern Salon,” as well as collateral materials to proclaim themselves a Curl Expert—a definite way to get more curly business!

We will also choose one reviewer from each region to receive \$150 worth of services from their favorite stylist, courtesy of NaturallyCurly.com, as well as a \$150 CurlMart gift card.

How to Participate

Review your stylists and rate them accordingly. **Go to:** <http://www.naturallycurly.com/giveaways/index/Salute-to-stylist> to **enter your positive review in the Salon Finder Section.** 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](http://www.naturallycurly.com), attracts 450,000 monthly engaged, influential consumers creating user-generated content on a daily basis. The network includes [CurlyNikki.com](http://www.curlynikki.com), the leading natural hair blog with a growing community of 120,000 uniques, [CurlStylist.com](http://www.curlstylist.com), a professional community especially for stylists servicing their curly clientele, and [CurlMart.com](http://www.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.

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