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Silence The Millionaire Matchmaker and STOP Curl Bashing!

Austin, TX – October 26, 2010 – NaturallyCurly, (NaturallyCurly.com) the leading social network for people with curly, kinky and wavy hair, has launched an official campaign against Patti Stanger, The Millionaire Matchmaker, to end her curl-bashing ways.

What would people say if The Millionaire Matchmaker was asking woman to change their skin color or eye color? That is basically what she is doing in her ongoing anti-curl attitude that women must straighten their hair to be attractive to men.

This season, the star of Bravo's TV series "The Millionaire Matchmaker" continues her theme that women need to straighten their curls to get a man. Stanger was quoted in Sunday's New York Times as saying, "Today's going to be tough love with her, Stanger said (about a client). 'She needs to straighten her hair, for one. She can't get arrested with her rat's nest.' When the client arrived, she perched on one of the lip chairs to wait while Ms. Stanger gave a phone interview. Dressed in flared jeans and brown wedge shoes, the client projected a '70s vibe, enhanced by her hair, a mass of wild dirty-blond curls, and undermined by her French-manicured toenails. After a testy exchange about her hair — "Is it working for you, the curly hair?" Ms. Stanger queried."

We could not disagree more. Stanger's attitude goes against everything we at NaturallyCurly, as well as the curly community as a whole, have worked so hard to change. Stanger appears to be living in a time warp where only one standard of beauty exists: the Barbie Doll. In today's multicultural world, women are celebrated for their own unique beauty—whether it be straight, wavy or super kinky. Just look at stars like Beyonce, Shakira and Annalynn McCord.

She has a weekly platform where she could encourage women to accept and embrace their natural beauty. Instead she chooses instead to fuel insecurities and spread a notion that you can only be attractive with smooth, straight hair. We say, shut up already!

Other notable quotes from Stanger on her anti-curl philosophy:

- Patti Stanger told Los Angeles's Jewish Journal, "If you want to keep it curly, go to Israel."
- From her book, "Become Your Own Matchmaker, 8 Easy Steps for Attracting Your Perfect Mate:
- "Men appreciate hair they can run their fingers through—and they don't want to get them snagged in scraggly, frizzy, pubic-looking bird's nests. The era of the perm is over, ladies. Wavy hair is fine, but a hair ball is definitely not a man magnet. The money you spend straightening and conditioning your hair might be the best, most profitable investment you'll ever make."

Initial response to Stanger's inflammatory curl views already are drawing a strong reaction from NaturallyCurly's community:

- "Judging from Patti's personal track record, I think it's safe to say that she doesn't have a clue about what men want!"
- "I want a man to want me; not chemicals or a hairdryer."
- "I turn more heads with curly hair than I did when I was relaxed so I disagree!"

Join our Facebook Group "[No More Curl Bashing](#)" to support our campaign to encourage society to stop bashing curls. Also please help us stop curl bashing on Twitter with the hash tag: [#NOCMOREURLBASHING](#)

Michelle Breyer, co-founder of NaturallyCurly.com, challenges Stanger to a debate where we can discuss her misguided ideas on curly hair and finding a man. And we dare Stanger to rock her natural curls!



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.

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