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PRESENTS

Kim Coles's

GROW-OUT CHALLENGE

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Feb. 1, 2011

FOR MORE INFORMATION, CONTACT:

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**Curly Nikki Collaborates with Comedienne Extraordinaire Kim Coles on the
Nationwide 2011
Embrace Your Natural Hair "Grow Out" Challenge**

Austin, TX – On February 1, 2011, CurlyNikki.com, the blogospher's leading natural hair expert, in collaboration with comedienne, actress, motivational speaker and newly natural [Kim Coles](#) will launch the six-month long [2011 Grow-Out Challenge](#), sponsored by [Jessicurl](#), an international product line catering to the curly haired community.

The 2011 Grow-Out Challenge evolved out of Kim Coles' decision to embrace her natural hair, and has become an extension of her self-empowering passion project in which she is asking all women to open their G.I.F.T.S, Gratitude, Intention, Forgiveness, Triumphs and Self-Love. Those who accept the challenge are encouraged to blog about their experiences at naturallycurly.com/kimcolesgrowout.

Each month of the challenge, [Jessicurl](#) will select three lucky entrants to receive a Personal Hair Prescription as well her Confidence Collection, which includes the following products: [Hair Cleansing Cream](#), [Confident Coils](#), [Too Shea! Extra Moisturizing Conditioner](#) and a [Weekly Deep Conditioning Treatment](#). Winners also receive a Kim Coles [G.I.F.T.](#) tote bag. Over the six-month period, [Jessicurl](#) will give \$4000 worth of products to 18 lucky participants. The finale of the challenge will feature a live broadcast of Kim Coles —along with thousands of nationwide participants—celebrating the accomplishments of embracing their true natural hair.

How to Participate:

Participants are encouraged to blog about their grow-out at naturallycurly.com/kimcolesgrowout. The six-month long journey to natural hair starts Feb. 1, 2011, at midnight and will end on July 31, 2011, at 11:59 p.m.

About Kim Coles

Best known for her five-season turn as the unforgettable "Synclaira" on FOX's groundbreaking comedy series, Living Single, KIM COLES has starred on numerous hit television

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programs including *Frasier*, *Six Feet Under*, *In Living Color*, *One on One*, and the TBS comedy series *10 Items Or Less*. Currently, Kim is the host of BET's *My Black is Beautiful*, a Proctor & Gamble initiative celebrating the diverse collective beauty of African American women, now in its third season. Notably Kim recently became the first African American female primetime game show host in the nation's history by headlining BET's inspirational game show, *Pay It Off*.

About CurlyNikki.com

Founded by Alicia Nicole Walton, a licensed psychotherapist, CurlyNikki.com, a member of the NaturallyCurly.com network is the leading natural hair expert in the blogosphere created to serve as an online "hair therapy session" for those struggling to embrace their natural hair. The site inspires, educates and motivates its readers and is currently servicing an existing and growing community of more than 100,000 unique visitors.

About Jessicurl

Jessica McGuinty spent years hating her curly hair and doing all she could to hide it. Then she decided that to feel good about herself, she had to embrace her naturally curly hair. After a long search for products that would not damage her hair, Jess decided to create her own products. She shared them on NaturallyCurly.com and got a huge response from people asking her to make the "magic potion" for them. Thus, in 2002, Jessicurl was born with the creation of her first product, *Rockin' Ringlets Styling Potion*. Now with eleven curl enhancing products all created and tested by Jess herself, the Jessicurl line is helping women and men all over the world discover and embrace their naturally curly hair. As Jess says, "You Have The Right To Remain Curly."

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