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**For Immediate Release**

**Salon Se Swa to Host Grand Opening with new Co-Owner Kimberly Lil' Kim Jones**

*Bringing Glitz, Glamour and Community to the Queen City*

**Charlotte, NC** – September 17, 2010- Salon Se Swa owner Katrise Jones, will host a grand opening with new co-owner, Grammy-Award winning performer Kimberly “Lil’ Kim” Jones from 2 p.m. to 4 p.m. Saturday Sept. 25, in the University area at 850 Chancellor Park Drive, Charlotte NC.

**Salon Se Swa** utilizes a unique business model by keeping its prices recession proof without sacrificing quality or superior customer service. At **Salon Se Swa**, it’s not hard to “keep up with the Joneses” where they are famous for their \$10 wash and set, haircuts starting from just \$10 and perms at \$35 and up.

This celebrity-studded, red carpet event will kick off with a welcome from Jones and Lil’ Kim along with a Ribbon Cutting Ceremony with Mayor Pro Tem Patrick Cannon and City Council Member Michael Barnes. The event will end with tours, autographs, appearances from special invited celebrity guests and a meet and greet with the public.

The grand opening is only one part of the entire “Se Swa” weekend of activities to celebrate this new business collaboration. Other events include: an appearance during Charlotte NC Fashion Week the evening of Sept. 25 (the after party will be held at 5<sup>th</sup> Element Night Club, 500 W. 5th Street) a premier entertainment venue in Uptown Charlotte; a private catered “Dinner with Katrise & Kim” event on Sept. 26, followed by a glamorous “Purple Reign” hair and fashion extravaganza and after party also held at 5<sup>th</sup> Element Night Club later that night. Because Salon Se Swa is dedicated to giving back to the community, a portion of proceeds from ticket sales will be donated to Amped 4-A-Cure, Inc. (organization that supports cancer research through music) and the Yéle Haiti Foundation, to support the Haitian rebuilding efforts. For a full schedule of the “Se Swa” weekend events and to purchase tickets, please visit [www.salonseswa.com](http://www.salonseswa.com).

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**About Salon Se Swa**

**Salon Se Swa** believes in giving back and is actively involved in community outreach programs, donating to charity and helping families in need. The opening of additional salons will not only provide more opportunities for affordable hair care for women across the United States, but will also generate numerous jobs, which is another way of giving back and desperately needed in this current economic climate. **Salon Se Swa** is planning to expand into the Atlanta and New York markets in the near future; franchise opportunities will be available. For more information about the salon, visit [www.salonseswa.com](http://www.salonseswa.com).