

PRESS RELEASE

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Contact: India Rice, 704.548.0527, thehairgames@yahoo.com

Charlotte's Annual Hair Games Promotes Empowerment Through Hair and Fashion

July 7, 2024 (Charlotte, N.C.) – The ninth installment of The Hair Games, Charlotte's annual hair competition and fashion show, takes place Sun., July 7, 2024, from 5:30 p.m. to 8:30 p.m. at the Hilton Charlotte University Place (8629 JM Keynes Drive, Charlotte, NC 28262). The 2024 theme, Empowerment, is a nod to the show's vision to inspire people to improve their self-confidence and provide a fresh outlook on what "beautiful" means and feel empowered to define their own sense of beauty.

The show pits top stylist talent from across the region against one another in a Hunger Games-style competition. The coveted 'Best Stylist' title will be awarded to the last one standing. Contestants display their unique hair, fashion, and makeup designs on the runway. A panel of judges will evaluate and score performances in five categories: hairstyle, stage appearance/costumes, performance and execution, originality in skit/music, and audience participation. The show also includes an on-stage, live barber competition. The Hair Games judges are leading professionals in the industry, including Tynetta Hare, Shawn Tapley, and Mark Smith. (Editor's Note: For biographies and photographs of all participants and judges, visit <http://www.thehairgames.com/>).

Entertainment includes much sought after host and DJ in the Charlotte area, Luna Love, and DJ Krazy T. The event also features a performance by Elite Royalty Dance Company, a fashion show inspired by Nira Loves Fashion Boutique, and a vendor village.

The Hair Games' original creators launched the competition to promote small business development and entrepreneurship, to showcase some of the best artistic work in the beauty industry, and to give back to the community. In keeping with the original mission, **The Hair Games** will support the work of a nonprofit organization in the Charlotte community.

Tickets (\$35-\$45) are available online at via <https://www.thehairgames.com/tickets/> or by calling 704.548.0527.

About The Hair Games

The Hair Games was established by K&I Enterprize, LLC in 2012 to showcase the best talent in professional cosmetology from across the region while furthering entrepreneurship in the industry. Now entering its ninth year, the new iteration, The Hair Games, is organized by one of the show's original developers: India Rochelle Rice.

About India Rochelle Rice

India Rochelle Rice is the owner of Rochelle Salon Suites, located at the Shoppes at University Place. She created Rochelle in recognition of the need for talented beauty professionals to become entrepreneurs in their art form; a successful entrepreneur herself she has been committed to helping others achieves success in business. She holds a BA degree in Communication, an MBA in Business Administration, and a PMP (Project Manager Professional) certification. Her career includes over 10 years in compensation management and project management for prominent Wall Street brokerage firms.

India is also a Zumba instructor and teaches classes for Fitness Connection. She has used her platform in the fitness industry to support community programs and promote wellness; she organized fundraisers for Barber Scotia College, has participated in events to raise money and awareness for Breast Cancer, Alzheimer's, Multiple Sclerosis, and End Domestic Violence campaigns, and was instrumental in developing a wellness program for Steele Creek AME Zion Church. She also worked with Huntersville Park and Recreation summer youth programs teaching dance.

India was recognized for her entrepreneurship by Time Warner Cable as a recipient of the 2014 "Small Business, Big Impact Award", she received the "Get Up and Grow" award given by CPCC (Central Piedmont Community College), served on the Board of Advisors for Empire Beauty School – Pineville/Matthews location, and currently speaks at schools and various forums about entrepreneurship.

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