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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

June 24, 2011

Ald. Milele A. Coggs  
(414) 286-2994

## **National Expo in Milwaukee Sunday Expected to Draw 1,500 Attendees**

The **Milwaukee Natural Hair Care Expo** on Sunday (June 26, 2011) is expected to draw 1,500 attendees and generate an estimated \$125,000 in economic impact for the area.

**Alderwoman Milele A. Coggs**, who will be speaking at the expo about the politics and legal issues pertaining to natural hair, said the expo will feature local and international speakers addressing health topics and natural hair care, and a key highlight will be a Natural Hair and Fashion Show featuring fashion designers and salons from across the Midwest. "This is the kind of positive national event that not only brings people to Milwaukee from across the U.S. to share their talent and expertise, but it also allows them to see what our city has to offer, and they share those positive experiences with others after they leave," she said.

"While they are here, the attendees will be patronizing our businesses and leaving a positive economic impact on our city," Alderwoman Coggs said.

African-American women and families can participate in a variety of hair care demonstrations, fashion, holistic health, and cultural workshops offered by expert instructors and educators. All residents are welcome to attend.

The expo will be held at the Wisconsin African American Women's Center, 3020 W. Vliet St. The 45-minute workshop sessions will run from approximately 12 p.m. to 6 p.m.

**-More-**

## **National Expo in Milwaukee/ADD ONE**

A \$12,960 state Department of Tourism Joint Effort Marketing (JEM) grant to the Wisconsin African American Women's Center helped make the expo possible. A 6<sup>th</sup> Aldermanic District business, Kosmik Kare Day Spa, was specially selected to be involved in the expo, as was DreadznHeadz of Baltimore, Maryland.

Alderwoman Coggs said she is hopeful the expo will help attract similar events to the city in the future.

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