

Inaugural Melanin and Coils Natural Hair Show ATL 2019

SHYRRON A. | RICH SOUL ENT. PRESENTS

MELANIN AND COILS NATURAL HAIR SHOW ATL 2019

SEPT 7

START 7:45 GENERAL | VIP 6PM - 7PM

@595 NORTH EVENT CENTER

595 NORTH AVENUE NORTH WEST, ATLANTA 30318

richsoulentertainment1@gmail.com

MelaninAndCoilsATL   MelaninAndCoils2019NaturalHairShow

FOR MORE 678.541.8143

Atlanta, Jun 13, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Rich Soul Entertainment presents the inaugural **MELANIN AND COILS NATURAL HAIR SHOW ATL 2019** on Saturday, September 7 at 7:45 pm at 595 North Event Center in Atlanta, Georgia. The show is a youth empowerment event designed to encourage African American youth to appreciate and celebrate the beauty of their melanin skin, coils and locs and promote self-esteem by providing positive images and uplifting messages. Atlanta stylist and hair care educator **MONITA DAVIS** will lead a team of stylists demonstrating the latest in natural hairstyles. **BRIA JANELLE**, co-host of Atlanta Hawks Hangout and co-founder of WNBA Kicks will serve as emcee of the event, **DJ ABOUT BUSINESS** will provide musical entertainment and **INFINITE DANCE THEATER** will perform. The inaugural show will also highlight the issue of autism and introduce the Warren Christmas Foundation, which seeks to provide assistance to families who have autistic children.

The natural hair movement has become a multi-million dollar industry, and natural hair has proven to be more than a passing trend. The misunderstanding and judgment of many who elect to wear their natural hair, however, continues to play out in many instances including youth being bullied and teased. Bullying can impact children's self-esteem and result in social awkwardness and feelings of shame. These kinds of incidences often heighten the pre-existing notions that "nappy" and "kinky" hair are unattractive, and that good hair is long and silky or bouncy and curly. Often, it is coupled with the ideology that only light-skinned individuals bear the true mark of beauty, a concept that is often perpetuated and reinforced in the media.

"We need to give our youth an image of what their beauty looks like," stated **SHYRRON ANTHONY**, creator of **MELANIN AND COILS NATURAL HAIR SHOW ATL 2019** and President of Rich Soul Entertainment. We need to represent for the disputed beauties who do not see themselves in the mainstream media and let them know that true beauty comes in all shapes, sizes, and colors."

The show will feature teenaged models rocking the latest natural hair trends, fashion, a barber battle and live performances by local Atlanta talent. Model submissions begin Sunday, June 16, 2019, and tickets for the event can be purchased at Eventbrite.com.

ABOUT RICH SOUL ENTERTAINMENT, LLC

Rich Soul Entertainment, LLC is a new entertainment company designed to host various events including natural hair shows, musical showcases, and other live events. It also seeks to collaborate with other organizations whose missions correlate with that of Rich Soul Entertainment and is a platform for songwriters, music producers, authors, and publishers.

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