

NEWS RELEASE

Salon Tribeca and the Aloft Ballantyne Hotel Host Beauty for Relief in Haiti Silent Auction 5-7 pm Friday February 12, 2010

CHARLOTTE, NC – South Charlotte's Salon Tribeca and Aloft Hotel have announced an event Valentine's weekend -- Beauty for Relief in Haiti -- will raise money for the American Red Cross Relief effort in Haiti through a Silent Auction. Open to the public, Beauty for Relief in Haiti will be from 5 to 7 pm Friday, February 12.

The entire beauty community in Charlotte is invited to donate services for the auction, which will include gift certificates for hair, nails, botox, facials and more. Guests can purchase the donated services just in time for Valentine's Day and all proceeds from the event will go to the American Red Cross.

"We are thrilled to be able to call on our industry to help Haiti when it's in need," said Dahlia and Song, co-owners of Salon Tribeca. "We wanted to do something to bring our service providers together and raise money by doing what we love."

Auction items include a full set of hair extensions valued at \$3,000 by Salon Tribeca, a salon party for six people at Planet 21 valued at \$1,000 and a weekend stay at the Aloft Hotel valued at \$300. Additional items will be available for bid on display at the Aloft.

"We are so excited to host this great event to help the people of Haiti and we invite the local community to come and experience our hip and trendy re:mix lounge and bid on some of these amazing auction items that have been so generously donated," said Laura Bauer, Director of Sales for Aloft Charlotte Ballantyne Hotel.

The silent auction will include products and services provided by salons and beauty providers throughout the Charlotte region. Please call or email if you're interested in donating time and services to the silent auction or attending the event. RSVP to info@salontribeca.com or call (704)752-1626.

Aloft hotel is set on the Ballantyne Resort's grassy golf greens in an upscale lifestyle community. Close to shopping and the Ballantyne Corporate Park's businesses, the hotel features relaxation and entertainment for locals and travelers in an upscale, modern environment.

Salon Tribeca, celebrating its second year in business, is a full service hair salon located in Carmel Village at the intersection of Carmel Road and Hwy. 51. For more information, please visit www.salontribeca.com.

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