

For Immediate Release
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Press Release

Smart is Beautiful! Belair-Edison Hair Salons show students that smart is beautiful

Belair-Edison salon, Diamonds and Divas and barbershop, Hair Warehouse, are proving to area students that brains and beauty run hand in hand. In exchange for good grades, good attendance and good citizenship, Brehms Lane Elementary 5th grade “Students of the Month” are receiving free hair makeovers and barbershop cuts. This program runs monthly through the end of the school year.

Earlier this year, local Belair-Edison salons promoted the first annual Bel’Hair’-Edison Back-to-School Festival where the theme was Health, Wellness, and Beauty. On the heels of that event, Diamonds and Divas along with neighboring barbershop, Hair Warehouse are showing the top 5th graders at Brehms Lane that being smart is cool and hip. They are partnering with the administrative staff at the school as well as the parents of these bright youngsters. The school gives a certificate of achievement to the “Student of the Month”. When the student receives the certificate, they simply bring it to the hair salon or barbershop and they get their hair done. This has motivated many students to come to school everyday and on time, be kind to everyone they come across, and get good grades – all criterion for the “Student of the Month”.

Smart is Beautiful facts at a glance:

Who: Diamonds and Divas and Hair Warehouse, Belair-Edison salon and barbershop

What: Giving away free hair makeovers to local 5th grade elementary school “Students of the Month”

Where: Diamonds and Divas, 3537 Belair Road; Hair Warehouse, 3533 Belair Road

When: each month through the end of the school year

Why: To further motivate students to get good grades, keep good attendance, and maintain good citizenship

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