



Blo Blow Dry Bar Celebrates their 10th Birthday with a Unique and Interactive Campaign
Blo's birthday campaign was a nation-wide scavenger hunt for free blow outs

TORONTO, ON (June 2017) – On June 6th [Blo Blow Dry Bar](#) celebrated a huge milestone – their tenth birthday!

To commemorate, Blo ran a fun and interactive scavenger hunt in 10 of their hottest markets. The hot pink campaign was designed to build brand awareness and consumer engagement by hiding certificates for free blow outs near 10 popular Blo locations for people to find and enjoy. They posted updates and photographic clues through select online outlets, including Blo's social channels ([@bloheartsyou](#)).

The success of the Birthday promotion was huge! The engagement and interest from Blo Babes across all markets was so large, that the birthday celebration was extended for another day with an additional 10 blow outs given away. Many of the bars are excited to host their own scavenger hunts within their local markets. So keep an eye on our social channels for upcoming promotions!

Follow [@bloheartsyou](#) on Instagram to get in on all the action.

Vanessa, CEO of Blo Blow Dry Bar, summarized her excitement for making it to their diamond year, "It is such a point of pride that as North America's original blow dry bar, we revolutionized the beauty category 10 years ago. It is also so thrilling to have created a fulfilling opportunity for our franchise owners to pursue their entrepreneurial ambitions, and for our talented staff to pursue their passion".

About Blo Blow Dry Bar

Over the past 10 years, Blo has grown exponentially! Having transformed beauty norms, Blo created the blow dry bar category making them a clear leader in world's largest blow dry bar franchise. Each year, there is robust year-over-year growth for each of its locations. What has been clear throughout the last 10 years is that beautiful hair never goes out of style. Year after year Blo is able to stay ahead of the pack as they are constantly attracting new customers with their convenient, affordable blow outs, and not to mention their fun pink branding.

Each customer is given the pink carpet treatment and provided blow outs that with get them runway-ready in a flash, allowing them to feel like the next instagram sensation on any day of the week! Blow outs aren't just for special occasions in the eyes of Blo, get flawless hair for your next hot date, girls' night out, pick-me-up treat, or big meeting.

Blo Blow Dry Bar's motto is: "You're not cheating on your hairdresser". No, seriously. Blo is North America's original blow dry bar. No cuts, no color: Just wash, blo, go. Guests choose from our 7 signature styles featured in the Blo Hair Menu, from the razor-straight "Executive Sweet" to the runway-inspired "Pillow Talk". With over 85 locations worldwide, Blo Blow Dry Bar is the largest blow dry bar franchise in the world. To learn more, visit: www.blomedry.com.

Press Contact

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