

**FOR IMMEDIATE RELEASE**

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## **Blo Blow Dry Bar opens it's 7<sup>th</sup> location in Manhattan!**

*Blo is tickled pink to announce it's opening in the West Village.*

**New York, NY (June 2017)** – [Blo Blow Dry Bar](#), North America's original and largest blow dry bar is excited to announce that they are expanding in New York. They will be opening a seventh location in the city that never sleeps on **June 10<sup>th</sup>, 2017**. Blo, celebrating their 10<sup>th</sup> anniversary this year, prides itself on providing exceptional customer experiences through professional products, a fun atmosphere and fabulous hair!

The new blow dry bar features a modern and inviting space, with friendly staff who know how to leave you feeling like the next Instagram sensation! Blo West Village is owned by Lisa Scheiring and Sean Sandhu, who are excited to be bringing another bar to the bustling city of New York.

"What I love about being a New Yorker is the limitless opportunity in the greatest city in the world while maintaining a sense of small neighborhood communities. Opening a Blo in the West Village, one of the most beloved neighborhoods, provides the chance for an entrepreneurial venture embracing both of these dynamics. We're creating a special place for our new neighbors to recharge and be ready to tackle their day. And in the process building out a team that's more like a family" says Lisa Scheiring, owner of Blo West Village.

**Blo Blow Dry Bar** offers perfectly styled tresses seven days a week. Blo's expertly trained stylists deliver runway-ready hair in-bar or onsite. A signature blow out from the Blo Hair Menu starts at just \$45.

Join **Blo West Village** from **June 16<sup>th</sup> to 18<sup>th</sup>**, for their Grand Opening! We're talking about the hottest hairpray-fueled party of the year! Think sweet treats, pink drinks and **\$29 blo outs** all weekend long! Walk-ins are accepted and online reservations are available for those pressed for time at [blomedry.com](#) or via the app (available for iOS or Android). Appointments can also be made by phone by calling **212-256-0111**.

### **ABOUT BLO BLOW DRY BAR**

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 (85+ locations and growing!). No cuts, no color: Just wash, blo, go. Guests choose from our signature styles featured in the Blo Hair Menu, from the razor-straight "Executive Sweet" to the runway-inspired "Pillow Talk". Blo West Village is owned by New York entrepreneur, Lisa Scheiring.

### **ABOUT BLO WEST VILLAGE**

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