



**FOR IMMEDIATE RELEASE**

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**Blo Blow Dry Bar opens it's 13<sup>th</sup> location in Texas!**

*Blo is tickled pink to announce it's opening in the Las Colinas.*

**Las Colinas, TX (June 2017) – Blo Blow Dry Bar**, North America's original and largest blow dry bar is excited to announce that they are expanding in Texas. They will be opening their thirteenth location in the upscale suburb of Irving **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 Las Colinas is owned by Mariam Abdo, who is excited to be bringing another bar to the relaxed and warm city of Las Colinas.

"Las Colinas is community known for its hot days, unique people and limitless opportunities for personal and professional growth. Opening a Blo in Las Colinas, one of the most beautifully master-planned communities, provides me with a chance to embrace my entrepreneurial side in a place where there is a large presence of Fortune 500 companies. While building my own Blo empire, I am excited to offer a new avenue for creative individuals to join a team of passionate and driven people to hone their skills in the hair and beauty industry," says Mariam Abdo.

**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 \$40.

Join **Blo Las Colinas** 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 **\$25 blo outs** all weekend long! Walk-ins are accepted and online reservations are available for those pressed for time at [blomedry.com](http://blomedry.com) or via the app (available for iOS or Android). Appointments can also be made by phone by calling 972-872-8701

**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 Las Colinas is owned by Dallas entrepreneur, Mariam Abdo.

**ABOUT BLO LAS COLINAS**

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