

Brooke Gibson, founder and editor
www.waxMAMA.com
704-287-5828
brooke@waxmama.com

-For Immediate Release-

Charlotte Celebrities to Receive Free Brazilian Bikini Wax in Exchange for Participation in waxMAMA Questionnaire

CHARLOTTE, NC – August 21, 2009 – Charlotte daily e-magazine, www.waxMAMA.com, has burst onto the scene with a vengeance. Launched just three months ago, this edgy “daily scoop” for Charlotte women has already gathered a sizeable subscriber base, due mainly to the site’s dedication to quality of content, discounts for subscribers, and a focus on all things Charlotte.

As waxMAMA’s subscribers know, the writing is not your run of the mill “ho hum,” but instead carries a unique edginess that isn’t currently found in any other women’s publication in the city. As one subscriber claims, “It has cool-factor to its aesthetic and style that Charlotte could use more of.”

True to form, waxMAMA is bringing even more fun to the site. Starting in September, waxMAMA will launch “Celeb Friday” which will be published one Friday a month. You’ll find the likes of radio DJ’s, newscasters, sports figures and shop owners who will answer some personal questions and will also write the “wax” of the day, or, their favorite thing about Charlotte. “Ladies love celebs! We hope to bring these celebrities to your doorstep and help our subscribers get to know them on a more personal level. In turn, we hope to bring our community even closer together,” claims waxMAMA founder, Brooke Gibson.

Understanding that it's not easy to get public figures to share their private life, waxMAMA has pulled another rabbit out of their hat. In exchange for telling their darkest secrets, waxMAMA will offer the celebrities a free and exclusive "waxMAMA" Brazilian bikini wax from Beth Solomon at Charles Grayson European Spa Salon. "Not to worry," says Gibson, "they can also choose an eyebrow or back wax if they prefer!" And, she's not kidding!

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