



*-For Immediate Release-*

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**Hot Mamas and Cheap Martinis - waxMAMA.com's Launch Party Celebrates All Things Fabulous in the QC**

Charlotte, NC- September 20, 2009- Come out and celebrate the launch of Charlotte's newest daily e-magazine, [www.waxMAMA.com](http://www.waxMAMA.com), Thursday, September 24, 2009 at Therapy Marketplace and Café. The event, hosted by waxMAMA and RockHouse Events, kicks off at 6:00 p.m. with feather boas for everyone and free "swax" goodie bags for the first fifty guests! Entry is free, but guests are asked to add their names to a guest list by emailing their party information to [info@waxMAMA.com](mailto:info@waxMAMA.com).

Brooke Gibson, founder and editor of waxMAMA, launched the website in spring 2009 in an effort to inform the women of Charlotte of all things fabulous in their city. The website, as well as its daily emails to subscribers, covers an array of topics including fashion, art, events, beauty, restaurants, and local services. "We're a daily scoop that bridges the gap between the female population of Charlotte and the local "happenings" they want to know about," says Gibson. "We are the new era of media. Quick, useful, and most of all, online!"

In just four months, waxMAMA has already created a very loyal following. This event will be a great opportunity to meet the ladies behind it all and to mingle with the hottest local owners, designers, entrepreneurs, media personalities, and "it" people behind all things awesome in Charlotte. Not to mention half price, exclusive "waxMAMA-tinis," raffle freebies from some of your favorite local businesses, and even a \$100 gift card for the "Best Heels" at the party!

**Event Details:**

Therapy Marketplace & Cafe

401 North Tryon St.

Charlotte NC 28202

September 24, 2009

6:00 p.m. – 9:00 p.m.

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