

City of Richmond, Virginia

L. Douglas Wilder
Mayor

FOR IMMEDIATE RELEASE
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Unity Beauty Salon and Barber Shop Opens with City's CARE Incentive

Unity Beauty Salon and Barber Shop celebrates its grand opening with a ribbon-cutting on Friday, August 22, 2008; from 2 to 5 p.m. Owner Elmo Lewis is opening this Northside business with assistance from the City's Department of Economic Development, which operates the Commercial Area Revitalization Effort (CARE) rebate program.

Since 2005, Mayor L. Douglas Wilder's administration, 428 CARE incentives and 219 Enterprise Zone incentives have been granted to businesses that stimulated more than \$50 million of private investment within the City.

Unity Beauty Salon and Barber Shop, located in the North Avenue CARE Area at 3 East Robert Street, offers a full array of services for your grooming needs. Mr. Lewis says the motto of Unity Beauty Salon and Barber Shop is "Working together to bring out the beauty in you." To celebrate the grand opening, Unity Beauty Salon and Barber Shop is featuring all day back-to-school specials. Haircuts for children ages 2 to 9 are \$6, and children ages 10 to 18 are \$10. Unity Beauty Salon and Barber Shop is open from 10 a.m. to 10 p.m., Monday through Saturday.

The opening of Unity Beauty Salon and Barber Shop is another example of the City's commitment to develop minority businesses. The City recently celebrated Minority Business Week which highlighted activities of the City's Office of Minority Business Development in helping entrepreneurs begin new businesses as well as increasing minority participation among major contracting opportunities with the City.

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