



FOR IMMEDIATE RELEASE:

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NEW, WEB-BASED REALITY SERIES PARTNERS WITH CELEBS AND SPONSORS FOR SERIES PREMIERE EVENT

NEW JERSEY – October 31, 2011 – Stephen Marinaro, aka TheSalonGuy, will debut his new web-based reality makeover series “In the Chair” with a chic, 300-guest launch event on Monday, November 21 from 6-10pm at Chris Michael’s Steakhouse & Lounge in Woodbridge, NJ.

The launch event will feature complimentary cocktails from Emperor Vodka, live performances by CKAY and Giorgio of the hit “We no Speak Americano,” pink hair extensions by SheSoCap, and an exclusive silent auction benefitting PinkHairforHope.org. Top auction items include a gift basket featuring top hair products and tools from Emiliani, and a collector’s series Giorgio G cognac engraved with 24K gold by legendary Italian fashion Icon Giorgio Gucci.

Millennium Magazine spokes model Amanda Greer will host the red carpet and Modern Salon, AOL Patch, ChanceTV, Remington’s World, BeautyPress, and Millennium Magazine will serve as press and media sponsors. Social media partner Tweet Agent will provide live social media with entertainment provided by CL Productions and Eleven Eleven Productions.

Attendees will include cast members from reality television shows “Jerseylicious,” “Real Housewives of New Jersey,” “Real Housewives of New York,” “Cake Boss,” “What Not to Wear,” “How Do I Look?” and VH1’s “Love & Hip Hop.” Top executives from mega beauty companies and distributors DePasquale, Emiliani, Paul Mitchell, and Millennium Software will also be in attendance.

Current event sponsors include DePasquale, Millennium Software, Scruples, BLK Water, Pop Chips, Mizutani Scissors, Panico Salon & Spa, Pink Hair for Hope, Marisa’s Ristorante, Alt. Salon, Parisian Beauty Academy, Emiliani, Hair Goddess of NY, The Hip Event, Vito Mazza Salon & Spa.

For more information visit www.thesalonguy.com or www.inthechair.tv; for RSVP’s contact stephen@thesalonguy.com

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ABOUT STEPHEN MARINARO:

Stephen Marinaro is a highly respected professional in the salon and beauty industry with over nineteen years as a top-level stylist and educator for beauty giants L’Oreal and Paul Mitchell. As a celebrity media correspondent he has covered The NYC International Beauty Show, Mercedes-Benz Fashion Week New York, and events for Livestrong, Locks of Love, and Project Ladybug.

On the red carpet, he has interviewed industry icons Ted Gibson, Nick Arrojo, Robert Cromeans, George Ortiz, and David Evangelista. He has also interviewed Nikki Minaj, Russell Simmons, Michele Rodriguez, and Veronica Webb. Cast members of “The Real Housewives of New Jersey”, “The Real Housewives of New York City”, “Project Runway”, “Cake Boss”, “How Do I Look?”, “Royal Pains”, “Hung”, “Jerseylicious”, “Top Chef Masters” and many more.

ABOUT “IN THE CHAIR”:

“In the Chair” is an online docu-series shedding a fresh perspective on the professional salon and beauty industry. Each week, Stephen will showcase an award-winning New York City or New Jersey salon providing service to a deserving client. From disastrous results in previous salons to unique and heartfelt stories of personal tragedy, Stephen will show them what it is to receive a true salon experience at top-level salons and spas. The series will comprise of 30-minute episodes airing for 12 weeks per season. “In the Chair” will premiere Monday, November 21st. For a sneak peak of the upcoming season, visit <http://www.inthechair.tv>

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