

For Immediate Release

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Business Milestone In Spite of Economic Recession

Grand Rapids, MI, 5 October, 2009 – October marks the second anniversary for Avantgarde de Salon & Spa of Grand Rapids and Avantgarde West of Hudsonville. Both Avantgarde locations will be holding a day of celebration in recognition of this great achievement, as well as offering month-long anniversary specials. “I feel so blessed to have a business that is able to continue to grow throughout this down economy,” says Bonnie Moore, Salon Owner, “and that is why we’re celebrating!”

Although the salon has continued to grow, it has not been immune to the effects of our economy. Yet it continues to keep its mission of ‘Making a Difference’ the driving force. “You never know the circumstances of someone’s life when they walk through the door. We’re here to make a difference because we know that everyone needs to be pampered,” says Moore.

Following the sudden death of her husband in 2006 Bonnie Moore, of Ada, needed to find a passion and purpose and wanted to make a difference in peoples lives. As a client of the salon, with no industry experience, Moore purchased both salons in October of 2007. After several renovation projects, acquisition of new and exclusive product lines and the addition of a small boutique, Avantgarde has establish itself as one of the finest salon and day spas in West Michigan. Most notably, Avantgarde was named Top Salon in Grand Rapids by the Grand Rapids Press in February of 2009.

For more information regarding Avantgarde’s anniversary celebrations or special promotions please go to www.avantgarde-salon.com.

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