

## **For Immediate Release**

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# **Neighboring Merchants Come Together For Free Community Cinco de Mayo Celebration**

Grand Rapids, MI, 16 April, 2009 – A Cinco de Mayo celebration, hosted by Avantgarde Salon & Spa, brings together local businesses in an event that will feature live music, Mexican food and lots of fun. On Tuesday, May 5<sup>th</sup> from 7:00-10:00pm, this free event will feature live music by the local band Natchez Trace, delicious Mexican dips, festive beverages, tasty treats from TCBY, fun prizes and information and resources on vacations and travel to Mexico. This is a free event and open to the public.

“In this struggling economy it’s important for local businesses to support each other and give back to the community, and that’s what this event is all about,” says Bonnie Moore, Salon Owner. “Making a difference” is the mission and driving force at Avantgarde Salon & Spa. And this mission extends beyond the clients that walk in the door or the staff who work at the salon. It extends to the neighboring businesses and surrounding community. “We wanted to host an event that not only celebrated Mexican culture, but also brought together a community of local businesses,” says Moore.

Supporting local business, working together and giving back to the community are necessary for our local economy to grow and thrive, but it becomes even more critical in a declining, struggling economy. This event is one small opportunity to do just that; to bring neighboring businesses together and open our doors to the community for fun and celebration.

Hosted and coordinated by Avantgarde Salon & Spa, this event hopes to be the first of many collaborative community events to come. Contributing businesses include International Beverage, TCBY Frozen Yogurt, Rainbow Travel and Moe’s Southwest Grill. For more information go to [www.avantgardesalongrandrapids.com/events](http://www.avantgardesalongrandrapids.com/events)

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