



## FOR IMMEDIATE RELEASE

### **CHUVA Group Introduces MICHAEL JACKSON'S Personal Hair Stylist, LYNDA PARRISH, to Atlanta**

#### *The Creation of L.Y.N.D.A. Foundation Aiding Burn Survivors In Michael Jackson's Legacy*

**Atlanta, GA, April 26th, 2010** -- CHUVA group, The Image Development Company, presented one of the most private, unique and memorable events Atlanta has ever experienced, "The Hands that Touched a King...The Exhibition," which introduced world-renowned celebrity hair stylist, LYNDA PARRISH, and her techniques to Atlanta.

Ms. Parrish, one of the most sought-after hair stylists in the world, was the personal hair stylist for MICHAEL JACKSON for the past four years and became a close friend and confidant to the late, great "King of Pop". Parrish recently joined CHUVA group's newest expansion, beyondSALON, specializing in wigs and extensions.

Exclusively through CHUVA group, "The Hands that Touched a King...The Exhibition," was held at the ultra-posh Havana Club in Atlanta, Georgia. At such time, Ms. Parrish announced the creation of **Live Your New Day Always Foundation, L.Y.N.D.A. Foundation**, a new effort dedicated to aiding burn survivors and a continuation of Michael Jackson's legacy.

"The creation of this foundation pays tribute to Michael's struggles following his own burn injury and to his unyielding compassion for others," explained Lynda Parrish. "With **L.Y.N.D.A. Foundation**, I hope to foster in others the passion for philanthropy, positivity and love for all that Michael fostered in me."

Ms. Parrish is looking to the foundation's future with tentative plans for a public event, partnering with CHUVA group and Atlanta sculptor, Charlie Smith, to feature additional hair units and implements of care from her time with Michael Jackson. A portion of proceeds from this event would benefit her new foundation.

The event concluded with the unveiling of the actual hair unit worn by the incomparable MICHAEL JACKSON during the announcement of the "*This Is It*" concert series. The hair unit was displayed atop a custom mixed-metals bust, world famous Atlanta sculptor, Charlie Smith's homage to both Michael Jackson's legacy and "King of Pop's" impact on his own life. Afterwards, Ms. Parrish mentioned that the unveiling was so tasteful and respectful that Michael Jackson himself would have approved.

This noteworthy event was presented exclusively at The Havana Club, located at 3112 Piedmont Road, Atlanta, Georgia, on April 8, 2010. Additional sponsors of the event were internationally recognized Atlanta talent such as Zac Shuster, Motion Graphics Designer of Oneric, DJ Nica, Sal Grosso Brazilian Steak House, and Mokum Republic Vodka.

#### **About CHUVA group:**

Headquartered in Atlanta, GA, CHUVA group has served as one of the city's leading image development companies for the past 25 years. In addition to having worked with thousands of individuals, businesses and high-profile clients, CHUVA group also maintains beyondCONSULTING which provides consulting and training for image enhancement and development including services exclusively for corporations, beyondBRANDING which provides offline and online branding including training and consulting for social media marketing and blogsite development, and beyondSALON which provides clients a high-end salon with a full range of services. CHUVA group offers client-specific services and cutting edge solutions for every type of endeavor.

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