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JAMES ALAN SALON AND SPA CELEBRATES WITH A GRAND OPENING EVENT TEN YEARS IN THE MAKING

Shoreline, Wash. July 2010 After 30 years of serving Shoreline and its neighboring communities, James Alan Salon is now James Alan Salon & Spa, and has expanded and relocated to a new 4,400 square foot space at 19240 Aurora Avenue North, Shoreline, Wash. 98133. James Alan Salon & Spa offers a wide array of services, including: facials, massage, waxing, permanent cosmetics and hair extensions, as well as haircuts and color services.

The grand opening event is scheduled for August 15, 2010 from 11:00a.m. to 5:00p.m. Product specialists will be on hand to answer questions, all retail purchases 15% off, and hourly raffles and gift certificate specials. There will be a ribbon cutting ceremony with Shoreline Mayor and former James Alan Salon Owner Keith McGlashan at 1 p.m.

James Alan Salon & Spa is well known in the Shoreline area for its philanthropic spirit and dedicated employees. They were voted "Best Small Company to Work For" by *Washington CEO Magazine* in both 2003 and 2005, and was the recipient of the "Healthy Community Corporate Champion Award" from the *Puget Sound Business Journal* in 2008.

"We are thrilled to be in our new location and to have completed our own makeover," says Matthew Fairfax, Owner of the James Alan Salon & Spa. "This has been an event 10 years in the making, ever since I envisioned the space while in the Executive Development Program at the University of Washington," states Matthew. "We struggled with the former City of Shoreline council members and the tough economy. There were even days when we wondered if it would ever come together. Thanks to the new council, the City of Shoreline staff and the Inland Group (our new landlords) our vision has become a reality. We are excited to be doing what we do best in a beautiful new space - enhancing service to our clients and following through with our ongoing commitment to the community".

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After 30 years of serving Shoreline and neighboring communities, James Alan Salon is now James Alan Salon & Spa. Newly relocated to a spacious 4,400 sq ft home, the talented staff is still as down-to-earth and friendly as ever – just a tad bit happier with more space and great air conditioning. James Alan Salon & Spa offers a full range of services including: massage, waxing, permanent cosmetics, extensions, and hair & skincare to meet the needs of every member of your family.

Voted Washington CEO Magazine's "Best Small Company to Work For" in both 2003 and 2005 and recipient of the "Healthy Community Corporate Champion Award" from the Puget Sound Business Journal in 2008. James Alan Salon & Spa continues to make employee, customer and community satisfaction their number one goal. Find out more at: www.jamesalansalon.com

Note to editors: For additional information, photos or to schedule interviews, please contact Matthew Fairfax, Owner, at 206-542-2226 or matthew@northerntorch.com.