

# Hair Affair App-eases Clients with New Smartphone App

Tuesday 16th April 2013

## **- PRESS RELEASE -**

Local Cambridge hair salon Hair Affair is pioneering a new tech trend among local businesses with the launch of a new iPhone app for their salon. For the 89% of their customers who have a smartphone, the ability to book in 24/7, 365; keep up-to-date with the latest special offers and view a gallery with their styles and colours is just a tap-of-the-screen away.

Speaking at an open night for the launch of the app last night, owner Joanna Davies said, “The team at Hair Affair are so excited to tell all of our loyal customers about our new app. It’s a great way for people to book in at any time of day or learn about our latest special offers. Clients will now be able to learn about our team members too and the great range of styles and colours we provide. ”

Hair Affair has been open for business now in Littleport for the past three years. The salon recently took on a new stylist and currently employs a total of four people and proudly presents it’s customer motto over their front door: ‘The Only Thing that Comes Before You, is Your Hair’.

Talking about the business, Joanna commented “We love what we do but like every other salon we face certain challenges such as getting new clients. We know this app provides a great chance for the people of Littleport to support local and learn about our salon and the extraordinary level of customer service we provide.”

Hair Affair’s app is now available for free on the Apple App Store and was develop with the help of Phorest Salon Software.

ENDS

**Photograph Caption:**

Joanne Davies, Owner of Hair Affair, proudly launches her new iPhone app with stylists and team members Trudy Baker, Bernie Dolan and Jessica Carr. Now available on the Apple app store, clients will be able to book in 24/7, 365

**Media Queries:**

Owner, Joanna Davies: 0141235689 / jo\_davies@hairaffairlittleport.co.uk

**Editor's Note:**

- To download the app go to: (App Store Url)
- Why not check out Hair Affair's Facebook: [www.facebook.com/hairaffairlittleport](http://www.facebook.com/hairaffairlittleport)
- Website: [www.hairaffairlittleport.co.uk](http://www.hairaffairlittleport.co.uk)

## 5 MUSTS for getting your quarterly press release published

Remember, this is for a news story for a paper. Don't make it too salesy. Have a angle e.g. this angle above is you're leading the way in your locality by adopting smartphone technology for your local business. No journalist wants a price list.

Write it in the third person. Never use I, we, our etc. except for in the quotation. Imagine you're actually writing for the paper itself. When a busy journalist who gets maybe a hundred plus press releases a day sees the one above, they'll be happy to know that it requires minimal editing and then it's more likely to get in. A quote is a great way to make things personal and put a local face to a story.

Always address the five w's in the intro paragraph i.e. what, where, when, why, who e.g. in the press release above we've made the following clear from just the first five lines:

**What/who:** launch of new app for Hair Affair hair salon

**Why:** tons of cool features and new and existing clients with smartphones

**Where:** Cambridge and iPhone

**When:** You've just launched it

ALWAYS, without fail, call the paper first to find out the name, email and number of a journalist that writes about this kind of thing. If they give you a generic email address such as news@yourlocalpaper.com still ask for someones name so you can put FAO: (for the attention of:) in the subject of the email. When sending it:

- Always post the text into the body of the email. Don't attach it.
- Make sure you have a really catchy email subject with your locality in it so the journalist know it's local news e.g. 'Littleport Hair Affair App-eases Clients with New Smartphone App'

Base your release around an event. Have an open night to launch an app. call the local paper and invite them. If they don't turn up then just take a photo yourself (do this anyway) and send it in with the release. See above in terms of putting a caption on the release. A bit like the intro paragraph it should capture the five w's in the off chance they publish only the photo. Put the photo as an attachment.