

# Press Release

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FOR IMMEDIATE RELEASE: (July 27, 2010)



## Dannyco sponsors Team Canada at the Hairworld competition in Paris!

**Montreal, Quebec** –Dannyco is proud to announce that it is an official sponsor of Team Canada at the prestigious HAIRWORLD competition, taking place November 6-8, 2010 in Paris.

HAIRWORLD is an annual competition where the very best hair stylists from around the globe have the opportunity to compete against each other for the World Championship title.

HAIRWORLD is produced by the OMC (Organisation Mondial Coiffure) which is the largest international beauty organization, including more than 60 member countries and 500,000 salon owners.

In Canada, the CCCA (Canadian Cosmetology Competition Association) is responsible for the selection of top stylists from across the country who will represent our nation at the competition. This past June, at the L'Oréal Academy in Toronto, 19 talented Canadian stylists were selected to join this year's team.

Dannyco will be supplying the professional tools to be used by Team Canada. Each stylist will be equipped with a BaByliss Pro curling iron, Velecta Paramount professional hairdryer, Forflex clipper and trimmer, Avanti Ultra flat iron, Denman brushes and other required accessories. Armed with this wide selection of products designed to achieve champion class results, Team Canada will be well equipped to perform their maximum best!

**For more details, please contact:**

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