



For Immediate Release

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SASSI® *Salon Secrets* Contest Gives Beauty Pros a Chance to Win Big
The winner will receive a prize package that includes entry, hotel and travel voucher
for America's Beauty Show March 25-27 in Chicago

Bay Shore, N.Y. — Oct. 26, 2016 — What's your secret to success? That's the question [SASSI®](#), the Salon and Spa Specialty Insurance agency, is asking salon, spa and barber shop professionals in their [Salon Secrets Contest](#).

The person entering on behalf of the winning business will receive a membership and pass for [America's Beauty Show](#) in Chicago, March 25-27, 2017, as well as a hotel stay and a \$500 travel voucher. Plus, it will be featured on SASSI's website and social media pages.

Those interested in entering the contest can visit the SASSI Salon Secrets web page (www.sassiagency.com/contest) to see the full rules. Entering the contest is simple: share a short story, with any helpful photos and videos, about a salon's secret to success and what sets it apart. The winner will be able to demonstrate how this "secret" has created concrete change and/or success for the business.

The contest is open to any salon, day spa or barber shop located in the United States, and anyone age 18 or over can enter the business in the competition, whether they are staff or an independent contractor.

About SASSI

The Salon and Spa Specialty Insurance agency (SASSI), formerly known as the Hairdressers Agency, has been a leading innovator in providing specialized liability coverage to the beauty industry for 70 years. A division of [W.H. Brownyard Corp.](#), SASSI provides a wide range of insurance coverage for salons, day spas, electrologists, beauty schools and barber shops. Claims management is provided by Brownyard Claims Management, a loss prevention and full-service insurance claims facility. The company is based in Bay Shore, N.Y.

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