

press release

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Nelson Vercher fundraiser for Global Language Project hits the high notes

- **Hairstylist, Nelson Vercher launches his new, high-end hair line for women called: ‘Hair by Nelson Vercher’**
- **Rising Latin pop star, Kat Dahlia dazzles on stage with her special performance**
- **Vested In Culture CEO, Sylvia Rhone in attendance**
- **New York based non-profit, Global Language Project heightens its awareness and introduces ‘My Dream Speaks 2013’ campaign**

New York City - Yesterday (Thursday, February 21) the great and good of the beauty, music, fashion and music worlds stepped out to support celebrity hair stylist; Nelson Vercher launch his new ‘green’ wig line for women fundraiser for cutting-edge non-profit, the Global Language Project (GLP). The evening took place at Millesime restaurant situated in midtown’s glamorous, Carlton Hotel. Latin pop star, Kat Dahlia dazzled partygoers with a galvanizing performance that left guests buzzing about her forthcoming debut album to be released by her label Vested in Culture, a new label with Epic Records founded by renowned music industry executive, Sylvia Rhone who offered her support from the audience.

Offering guests a preview of his new high end hair collection, hairstylist, Nelson Vercher transformed models with his wigs styled into his signature cuts. He also styled Vested In Culture signee, Kat Dahlia’s hair for her special performance that evening. Vercher commented: “I am so excited about my hair collection! Wigs are nothing new but I think with the spin I’m adding to mine, it will be fresh as I’m designing my wigs with amazing hair and inspired by some of my most famous haircuts. Thursday’s event had a cool, unique vibe with tons of New York City’s most stylish people. Kat’s performance was incredible! Totally what I expected from her voice, to her movement to her fly style. Really exciting times!” IMAN Cosmetics provided make up services for the models and were able to continue their support for the Global Language Project.

Founder and executive director of the Global Language Project, Angela Jackson said: “We could not be happier with how the event turned out. The unwavering support we received from Nelson Vercher, Sylvia Rhone, IMAN cosmetics and the countless others on the night giving their services to raise awareness and funds for the work GLP does is truly a blessing. The fact that our work will touch generations to come and is now being recognised outside of the realms of education is a great tool in helping protect the futures of our children.”

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For more information...

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Notes to editors:

- Photos from the night can be downloaded [here](#)
- A Chicago native, hairstylist Nelson Vercher has worked at some of the best salons including Vidal Sassoon, Oribe and he is currently the lead hairstylist at the prestigious Rita Hazan Salon. Known for his modern, sexy “wash and wear” cuts, Nelson’s creations have graced the pages of work has graced the pages of high fashion magazines, including Harpers Bazaar, Elle and Vogue and he has coifed the tresses of many Hollywood and music industry A-List celebrities. Each season Nelson works with top designers during NYFW including Costello Tagliapietra at Milk Made. For more information on Nelson Vercher visit: http://www.ba-reps.com/artists/nelson-vercher#image_530289.
- **Global Language Project** (GLP) is an innovative educational movement that seeks to equip disadvantaged public-school students with the skills to compete in a globalized world and work force. Through GLP's free and comprehensive language training program, elementary school students will achieve proficiency in a language other than English. The curriculum emphasizes traditional and experiential learning and was created by leading educational professionals from Columbia University and New York University. www.globallanguageproject.org.
- Without a doubt one of the hottest artists to watch in 2013, Vested In Culture/Epic Records rising Latin pop star **Kat Dahlia** is a 22-year-old rapper-singer-songwriter who hails from

Miami. Fluent in English and Spanish, she's the daughter of Cuban parents and was raised on a musical diet of Celia Cruz, Tito Puente and Willies. Her electrifying sound is a sultry mix of Rihanna meets Nelly Furtado with touches of Latin, hip-hop and reggae influences sprinkled throughout her infectious pop songs. Now in the studio working on her eagerly awaited debut album due out in the summer of 2013, Kat Dahlia has been busy collaborating with some of the finest producers and songwriters in the business, including Rico Love and Jim Jonsin.

- Sponsors:
 - **Vested in Culture** is a joint venture label with Epic Records, a division of Sony Music Entertainment. Founded by Sylvia Rhone, the New York-based company boasts a diverse roster of young, fresh and new artists, including rising Latin pop star Kat Dahlia, critically-acclaimed indie pop duo Quadron, R&B singer-songwriter Deon Young, pop singer-songwriter-musician Sebastian Mikael, and Los Angeles rappers Casey Veggies and Cashius Green.
 - **IMAN Cosmetics, Skincare and Fragrances** was founded in 1994 by beauty industry pioneer and successful model Iman, as the first makeup collection developed specifically for “women of color”. IMAN Cosmetics, Skincare and Fragrances offer one of the largest selections of foundations. IMAN products are oil free, offer natural coverage and flawless finish. IMAN Cosmetics, Skincare and Fragrances are available at select retailers nationwide. Consumers can learn more about IMAN Cosmetics by visiting www.imancosmetics.com.
 - **G Brand Management** – New York – founded in 2009 by Gee Powell and marketing consultant Charles Cho who are the co-founders of Rapagram Inc. (www.rapagram.com), the first Hip Hop rapping telegram company in NYC. The company motto is: “keeping your brand relevant”. We achieve this by creatively aligning co-branding partnership opportunities in music, fashion, beauty and tech industries and curating charitable philanthropic initiatives
 - **Rita Hazan** is a globally-renowned master colorist and owner of a hair care empire that includes her distinguished Manhattan salon, a collection of at-home hair color-perfecting products and an extraordinary roster of superstar clients. The Rita Hazan Salon is located at 720 Fifth Avenue, 11th floor. For additional information, product samples or to schedule an interview with Rita Hazan, please contact Behrman Communications 1 212 986-7000 / hazan@behrmanpr.com
 - **Bresi-Ando consults** is a global, boutique PR consultancy specialising in growing awareness and connecting brands and projects with talent for a variety of clients in the fashion, luxury, arts, consumer tech, entertainment and music industries. www.bresi-ando.com.