



## FOR IMMEDIATE RELEASE

Media Contact: Lisa Liotta, Deputy Director  
City of Hollywood Community Redevelopment Agency-  
Downtown District  
Office: (954) 921-3016  
lliotta@hollywoodfl.org

### **Beauty of Wax Moves to New Location and Offers Additional Services**

HOLLYWOOD, FL – October 15, 2009 – Beauty of Wax recently celebrated its expansion and grand reopening at their new location 114 S. 20th Avenue in Downtown Hollywood.

When asked why she decided to relocate into a larger space in Downtown Hollywood during today's economic climate, owner Maribel Ruiz responded, "Downtown Hollywood offers an ideal location, allowing us to serve our customers from Miami to Fort Lauderdale. We have cultivated a strong clientele over the past six years by providing excellent service and accommodating hours. Beauty of Wax has grown and we are now able to increase the number of personal services we offer in a larger environment."

Memorialized by name, the company's signature service is body waxing by means of a perfectly smooth hair removal procedure that leaves skin silky soft for weeks. The secret is the use of the finest European wax with essential oils. In addition to waxing services they now also offer massage therapy as well as manicure and pedicure services.

Beauty of Wax is open Monday – Wednesday from 9am-6pm; Thursday - Saturday from 9am-8pm, and Sunday from 12:00pm – 4pm. Complimentary parking is available for all clients at the 20th Avenue municipal garage located at 251 S. 20th Avenue. For more information please call 954-922-2252 or visit [www.beautyofwax.com](http://www.beautyofwax.com).

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit [www.downtownhollywood.com](http://www.downtownhollywood.com).

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

# # #