

FOR IMMEDIATE RELEASE

Media Contact

Elizabeth Cornelius
elizabeth.cornelius@hck2.com
972-499-6626



Snip-its Opens Kids Hair Salon in McKinney, Texas

McKinney, Texas (March 6, 2018) – **Snip-its**, a child-focused salon and entertainment concept, has opened its first store in McKinney, Texas, at the northwest corner of El Dorado Parkway and Central Expressway, to provide a convenient, walk-in salon experience for families in the North Texas suburbs. Beyond McKinney, this store is well positioned to be the go-to salon for families in Fairview, Prosper, Princeton, Melissa, Anna, and parts of Allen and Frisco.

For a limited time, the McKinney location will honor a **\$9.99 new customer coupon** and a \$50-off birthday party discount on its [website](https://www.snipits.com/locations/mckinney/). <https://www.snipits.com/locations/mckinney/>

Locally owned and operated by long-time Texan Renee Yttredahl, who identified the market need in McKinney. “Since we opened a few weeks ago, I’ve heard from parents of babies to teenagers that they appreciate having a kids-specific salon close to home,” said Yttredahl, a mother of two children, ages X and XX. “As a busy mom, I understand the challenges of finding the perfect salon that consistently meets my expectations for quality, convenience and entertainment. I’m excited to introduce Snip-its to McKinney and surrounding neighbors.”

Grand Opening

The McKinney Snip-its will celebrate its grand opening over a weekend filled with attractions and discounts, **March 24-25**. Visit the store for complimentary **photos with the Easter Bunny** from 10 am – 1 pm, a balloon artist from noon to 2 pm, a face painter from 1:30 – 3:30 pm, and spring snacks throughout the day.

Stylists will be available for haircuts, but no purchase is needed to share in the event fun. Stop by the store to sign up for giveaways for haircuts, products and a spa party package!

ManeGait Support

During the grand opening weekend, the McKinney Snip-its will **donate 10%** of March 24-25 proceeds to **ManeGait Therapeutic Horsemanship**, which has its headquarters and stables in McKinney. ManeGait allows children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community in North Texas. www.manegait.org.

Since 2009, Snip-its has partnered with the national Autism Speaks organization to create a unique stylist training program, virtually unheard of in the hair care industry. Snip-its welcomes children with special needs at any time during regular business hours and also provides after-hours services (upon request) for children who may need a less stimulating environment. Snip-its goal is to make every child feel comfortable.

Store Details

Snip-its differentiates itself with animated gadgets and a character-filled environment, featuring Snips and The Gang. Defined by the branded characters, games, stories and a Magic Box that dispenses a prize at the end of the service, Snip-its turns a traditionally mundane and often unpleasant experience into a fun-filled, animated adventure.

Beyond the traditional haircut offered at \$19.99, the salon also offers styled hair for events, braiding, manicures, pedicures, ear piercings and birthday parties and sells a professional brand of hair care products.

Value packs are available for \$99.95 (purchase 6 haircuts for the price of 5).

The McKinney store is located at 2950 Craig Dive, Suite 302, 75070, near Trader Joe's. Reservations can be made at 972.542.5466, and walk-in appointments are accepted. Store hours are:

- Monday through Friday, 10 a.m. – 6 pm.
- Saturday, 9 a.m. – 5 p.m.
- Sunday, 11 a.m. – 4 p.m.

Follow the store on Facebook @SnipitsMcKinney.

For more information on the services and propriety products Snip-its offers, please visit www.snipits.com.

About Snip-its

Snip-its is the nation's fastest growing child haircut franchise that is dedicated to making haircuts fun for children and relaxing for parents. Founded in 1995 by busy mother, Joanna Meiseles, Snip-its is turning a traditionally mundane and often unpleasant experience into a fun-filled, animated adventure. As the leader in the underserved child hair care industry, Snip-its offers attractive opportunities for business minded individuals looking to earn a successful living in a recession-resistant industry with speedy expansion, and strong consumer demand. For more information about the franchise opportunity, please visit www.snipitsfranchise.com.

###