



WEST MICHIGAN WOMEN'S EXPO

MARCH 13-15, 2020

DEVOS PLACE

GRAND RAPIDS, MICHIGAN

www.KohlerExpo.com

For Immediate Release

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West Michigan Women's Expo Returns to Grand Rapids for its 22nd Year *Event celebrating Your Health, Your Home, Your Style, Shopping & Fun runs March 13-15*

Grand Rapids, Michigan, February 26, 2020 – The West Michigan Women's Expo returns to Grand Rapids for its 22nd year in March, giving women an opportunity to bring their best girls for a weekend that will inspire their personal health, home and style, giving women something to feel good about.

The 2020 Expo is slated for March 13 to 15 at the DeVos Place. The Women's Expo has expanded its exhibit space again this year and will offer more exhibits, main stage presentations, specialty drink area, garden rest area, book authors, shopping and fun! This year's lineup features products, services and seminars that aim to provide a weekend of enjoyment, education, and entertainment for women of all ages. Whatever interests you have; women will find the latest products and services geared toward women and their families.

The three-day Expo is the largest single consumer event for women in West Michigan and will feature more than 350 women-owned and women-focused businesses. The Expo will also include a wealth of health information and complimentary assessments – all accessible to women under one roof.

"From shopping to fashion to health and wellness, this year's larger expo really does promise to offer a fun experience to the women of West Michigan," says Pam Glass, President of Kohler Expos, Inc. "The very best from around our state will be on hand, providing demonstrations, sampling and interactive activities in a larger setting."

Women will have the opportunity to explore their style, try something new, and receive a little pampering at the expo with a massage, waxing, hairstyling, eye lashes, teeth whitening, makeover demonstrations, and much more. Refresh your look with a new hairstyle, onsite haircutting will be available by 15 East Style Studio.

NEW FEATURED SPEAKER this year, J Schwanke, host of Public Television's "J Schwanke's Life in Bloom" is here to share his tips and tricks for creating a Life in Bloom! J will show how Fast & Easy you can arrange flowers – and what he makes – he gives away to lucky audience members! He will present on the main stage Saturday, March 14.

Back by popular demand is the **Runway Fashion Show produced by International Fashion Stylist Kev Couture** on the main stage Friday, March 13 and Saturday, March 14. Join the fun and view Kev's distinctive sense of style in the fashion trends that will improve your overall look. Many local women's clothing boutiques will be participating to provide the outfits for the fashion show.

Interactive activities this year at the expo include creating your own home décor wood sign with **Ellis Lane Workshop**, canvas painting with **Wine & Canvas**, and make and take cup with **Life Expressions**. Other interactive features include meet and greet local book authors in the **Great Lakes Writers Area** and the opportunity to give blood at the Blood Drive. **Versiti Blood Center of Michigan** is partnering with the expo to host a series of blood drives to boost blood supply. On-site walk-ins are welcome during all hours of the expo.

Attendees will be able to rest and sit in the garden landscaped rest area designed and created by **Everett's Landscape Management, Inc.** with flowers and greenery for their enjoyment.

The Expo is also providing the opportunity to give back to the West Michigan community through **Hand2Hand**, a nonprofit founded in West Michigan in 2008. The Expo entrance will be a collection site for non-perishable food and snacks, which will go home with elementary school children who are at risk of going hungry on the weekend. Please bring granola bars and oatmeal packs to help support Hand2Hand. For more information about Hand2Hand, please visit www.hand2handbackpack.org

Capital Region International Airport will be giving away a Travel Voucher, valued at \$500, to one lucky winner. Attendees can sign up at the front entrance, throughout the weekend of the expo.

This year's expo will feature a variety of different direct sale businesses such as LulaRoe, Tastefully Simple, Young Living Essential Oils, Tupperware, Norwex, Color Street, Avon, Thirty-One Gifts, and Mary Kay. These businesses give women the opportunity to buy a trusted product, while still supporting locally owned, female-run independent businesses.

Attendees can support **Safe Haven Ministries** by bringing their used cell phones and cell phone cords to the expo. Collection will be at the Coat Check by the front entrance of the expo all three days!

The Expo is slated to run 10 a.m. to 6 p.m. Friday, March 13, 10 a.m. to 6 p.m. on Saturday, March 14, and 11 a.m. to 4 p.m. on Sunday, March 15. Admission at the door is \$11 for adults and \$9 for children ages 6 to 14. For more information, visit www.KohlerExpo.com.

About West Michigan Women's Expo

West Michigan Women's Expo offers a balance of wellness, education and entertainment in an event designed to inspire the busy lives of West Michigan women. The Expo gathers the very best Michigan has to offer to showcase women-focused products, services and business opportunities. Top experts in their fields are available throughout the weekend to provide resources ranging from wellness and health to finances, business and networking opportunities as well as beauty, fashion and travel. For the most updated information, check out the Facebook Event <https://www.facebook.com/events/398797467713553/> or visit www.KohlerExpo.com.

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