

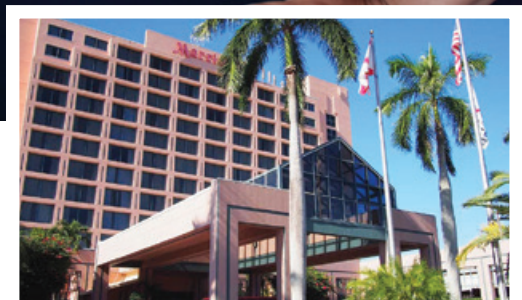


The Organic Beauty & Wellness Festival:

Discover a Healthier Lifestyle at this Unique Event

Something new is brewing in Boca Raton and creating a buzz in the healthy community. **The Organic Beauty & Wellness Festival**, a vegan event, is taking place on Saturday, September 9th, 2017 at the Boca Raton Marriott at Boca Center. Festival founder, Allison Seriani, says "I wanted to create a festival that brings together local & national organic, eco-conscious, and chemical-free brands for a healthy skin and body. There isn't anything like it in the beauty and wellness space in South Florida."

Allison graduated from the University of Florida in 2006 and since then she has been producing hundreds of events, festivals, consumer and business expos, and fundraisers nationwide and in the Caribbean. Her PR firm, Prime Entertainment Worldwide, Inc. has represented multi-million dollar companies in the treatment, medical, philanthropic, hospitality, and lifestyle industries. Her experience in event marketing and her passion for living a healthier life makes for a good combination to produce something unique that Boca residents can enjoy. Her friend and yoga teacher, Courtney Mitchell, is partnering with Allison and planning all fitness and yoga activities for the festival, which are complimentary for all ticket holders. "We have confirmed global brands like Xtend Barre providing dance and pilates classes, Harmless Harvest Coconut Water, and other local companies like GetFit4Kidz, who will be sponsoring our KidZone and providing all activities for the kids," adds Court-



ney. "I am personally invested because transitioning to a vegan lifestyle and finding yoga has transformed my health, my career, and every aspect of my life."

Most people do not even know about the harmful chemicals they are consuming and putting on their skin, or the harm that is caused to animals and the planet when conventional products are made. The festival workshops will educate attendees about reading labels and what they mean, and help with making better purchasing decisions. It's a fun, family feel where everyone can enjoy something at the festival. **stb**

For more information visit www.obwfestival.com. General Admission tickets are \$14.95 and VIP tickets are \$29.95 which include an organic, vegan lunch and gift bag with goodies and products.



#OBWFestival2017