

Press Release

FOR IMMEDIATE RELEASE

**Lori Hart About Face Receives 2011 Best of Marina del Rey Award**

U.S. Commerce Association's Award Plaque Honors the Achievement

NEW YORK, NY, October 25, 2011 -- Lori Hart About Face has been selected for the 2011 Best of Marina del Rey Award in the Facial Salons category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2011 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.

About U.S. Commerce Association (USCA)

U.S. Commerce Association (USCA) is a New York City based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising.

The USCA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.

SOURCE: U.S. Commerce Association

CONTACT:

U.S. Commerce Association

Email: [PublicRelations@uscaaward.com](mailto:PublicRelations@uscaaward.com)

URL: <http://www.uscaaward.com>

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