

# BLACK&SEXYTV

## **FOR IMMEDIATE RELEASE**

June 14, 2013

Media Contact  
April Rushing  
Rushing Media  
310.987.7318  
[april@rushingmedia.com](mailto:april@rushingmedia.com)

## **BLACK&SEXY.TV ANNOUNCES KINKY-CURLY™ AS SPONSOR FOR “HELLO CUPID”**

### **Network’s Freshman Series Lands Natural Hair Product Brand as Sponsor**

(Los Angeles, CA) **BLACK&SEXY.TV** announces **Kinky-Curly™** as a sponsor of their freshman online series “Hello Cupid” for the final four episodes. The popular series is about two besties and their adventures in online dating. Viewers have connected with the natural hairstyling showcased by the two leading actresses, Ashley Blaine Featherson and Hayley Marie Norman. “Having Kinky-Curly™ as a sponsor is such a seamless fit, especially with our viewers being 80 percent black women who care about natural beauty and entertainment that is a more realistic and modern reflection of who they are. Our growing subscriber base is something advertisers are excited to tap into,” states co-founder Numa Perrier. “Hello Cupid” has enjoyed steady success since its debut in February with episodes averaging over 30,000 views.

Kinky-Curly™ brand hair products are prominently featured in episodes of “Hello Cupid.” The natural hair care brand’s line of products are formulated to add moisture, give hold without drying hair out and also offer protection from the elements.

**About “Hello Cupid”** – The show follows the adventures of online dating with roommates and besties Whitney (Ashley Blaine Featherson) and Robyn (Hayley Marie Norman). “Hello Cupid” is a BLACK&SEXY.TV production. Created by Ashley Blaine Featherson and Lena Waithe. Executive Produced by Dennis Dortch and Numa Perrier.

**About BLACK&SEXY.TV (B&STV)** - The online independent network distributed on YouTube has over 4 million views for their slate of original programming and over 41,000 subscribers. The network was established in 2011 by Sundance Filmmaker Dennis Dortch (“A Good Day to be Black&Sexy”). Network executives include: Dennis Dortch, Creative Director; Numa Perrier, Head of Development; Brian Ali Harding, Director of Visuals; and Jeanine Daniels, Content Creator/ Producer. The network provides viewing audiences a more realistic depiction of black culture. Artistically, the network’s subject matter focuses on love and relationships in the black community. It is internet television at its best. B&STV boasts an almost voyeuristic depiction of every day black life, devoid of stereotypes.

Independent up and coming Soul/Hip Hop artists have music featured on several episodes of B&STV’s shows. Current season original programming includes: “Hello Cupid” (Season 1), “The Couple” (Season 2), “The Number” (Season 2), “Roomieloverfriends” (Season 1), and “That Guy” (Season 1). More information about the series is available on their website, [www.blackandsexy.tv](http://www.blackandsexy.tv).

For media inquiries please contact April Rushing at Rushing Media, 310-987-7318 or by e-mail at [April@RushingMedia.com](mailto:April@RushingMedia.com).

###