



The World Natural Hair, Health & Beauty Show Returns to ATL Airport District this April

Tickets Now on Sale for Two-Day Celebration of Black Beauty, Culture and Lifestyle

ATLANTA – (March 26, 2024) – The [ATL Airport District Convention & Visitors Bureau \(CVB\)](#), the destination marketing organization for the cities of College Park, Hapeville, and Union City, Ga., today announced the anticipated return of the World Natural Hair, Health & Beauty Show. A celebration of Black beauty, culture and lifestyle, the show will take place on Saturday, April 27 and Sunday, April 28 at the Georgia International Convention Center (GICC) with more than 300 exhibitors showcasing top beauty brands, health products, art, fashion and more. Beyond being an exciting annual event coming to the area each year, the show is a cultural movement that continues to redefine conventional beauty standards by embracing a world where beauty is a rich tapestry of individuality.



“We are proud to welcome back the World Natural Hair, Health & Beauty show to the GICC,” said Cookie Smoak, president of the ATL Airport District CVB. “This event continues to empower the Black community to embrace and celebrate their natural beauty, providing a safe and welcoming destination for insightful educational seminars and fun, memorable experiences.”

Taliah Waajid, founder of the World Natural Hair, Health & Beauty Show, now in its 24th year, has driven the event’s evolution into the largest Black and multi-cultural health and wellness event celebrating natural hair and beauty. The show offers attendees an immersive experience into the world of holistic well-being, where the harmony of mind, body and soul unlocks ultimate fulfillment.

The weekend will feature engaging and thought-provoking panels, holistic health and wellness products and services, live entertainment and a variety of workshops for both beauty professionals and consumers on hair, beauty, finance, lifestyle and more. Barber cuts, top-notch shaves, and premium men’s grooming products will also be available in The Men’s Den, along with DJs, drinks and games for all attendees.



As an extension of the main event, businesswomen seeking support, funding, and professional connections can purchase tickets for the third annual Women of Color in Business Summit, taking place on Thursday, April 25. Tickets are also available for the Award of Excellence Gala on Friday, April 26, which will celebrate the achievements of beauty industry trailblazers and esteemed contributors.

“The strong relationship we have built with ATL Airport District and Georgia International Convention Center team fuels our decision to return year after year,” said Taliah Waajid, founder of the World Natural Hair, Health & Beauty Show. “Working with such a qualified group that understands our needs and actively ensures the successful execution of our event brings us a sense of comfort and confidence.”

MEDIA NOTE: Images from the 2023 World Natural Hair Health and Beauty show can be found [HERE](#) and 2024 graphics can be found [HERE](#).

For additional details about the World Natural Hair, Health & Beauty Show, to secure a booth or purchase tickets for the event, please visit NaturalHairShow.org. Follow on [Facebook](#), [X](#), [YouTube](#) and [Instagram](#) for updates.

To learn more about the ATL Airport District CVB, call 404-334-7500 or visit ATLdistrict.com. For updates on everything in the District, follow on [Facebook](#), [Instagram](#) and [YouTube](#).

For more information on the Georgia International Convention Center, visit GICC.com or follow on [Facebook](#), [X](#) and [Instagram](#).

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About the ATL Airport District Convention & Visitors Bureau

The ATL Airport District Convention & Visitors Bureau is the official destination marketing organization for the cities of College Park, Hapeville and Union City, Georgia. Home to the world’s most traveled airport, Georgia’s second largest convention center, more than 7,000 hotel rooms, an abundance of arts and culture, an eclectic mix of great restaurants, and located just minutes from downtown Atlanta, the ATL Airport District offers big-city amenities balanced with Southern charm.

About Gateway Center Campus

Gateway Center Campus, located in College Park, Georgia, is comprised of the Georgia International Convention Center (GICC), the Gateway Center Arena, the Historic College Park Golf Course and six hotels, all connected to Hartsfield-Jackson Atlanta International Airport by the ATL SkyTrain, a complimentary two-minute ride to and from the domestic terminals and the Centralized Rental Car Center (Con-RAC). The GICC is Georgia’s second-largest convention center and the only convention center directly connected to a major U.S. airport. The Gateway Center Arena is a state-of-the-art, 5,000-seat venue, serving as the home arena for the WNBA’s Atlanta Dream and the College Park Skyhawks, in addition to hosting a variety of sporting and entertainment events throughout the year. The Historic College Park Golf Course, originally built in 1929, features undulating fairways and elevated greens, making it one of the most challenging courses in the greater Atlanta metropolitan area. For more information, visit GatewayCenterCampus.com.

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