

August 12, 2017

## Dollar General Presents Its Third Annual A Day of Beauty Event

*Major discount retailer hosts fun and free event in Nashville with Kim Fields and Vivian Green*

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- This afternoon, thousands of visitors enjoyed a fun, informative and free community event at Dollar General's (NYSE: DG) third annual *A Day of Beauty*, a multi-cultural health and beauty event held at Music City Center in downtown Nashville.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170812005015/en/>



"We are excited to host the third annual *A Day of Beauty* event to energize Dollar General customers and educate them on all of the wonderful multi-cultural products available in our stores," said Makia Embrey, Dollar General's *A Day of Beauty* brand ambassador. "The day focused on providing health, beauty and wellness advice, knowledge, money-saving tips and complimentary samples. We look forward to welcoming today's attendees to their local Dollar General store soon."

Today's event featured a panel discussion entitled *Beauty from the Inside Out!* featuring Larry Sims, Naja The Nail Guru, Mel J. and Char Braden, a guest speaker presentation from author and actress Kim Fields and a remarkable performance by R&B singer Vivian Green.

Author and actress Kim Fields joins thousands at Dollar General's third annual *A Day of Beauty* at Music City Center in Nashville, Tennessee. (Photo: Business Wire)

Radiance, Maybelline, L'Oreal, Pantene, Colgate, Softsoap, Bronner Brothers, Ecoco, Pink, ORS, Ponds, St. Ives, Caress, Jamaican Oil, Salon Pro, Via Natural, Olay, Shea Moisture, Creme of Nature, Cantu, Ampro, Smooth n Shine, Tone, Palmer's, Africa's Best, Broadway Colors, Bella Curls and African Pride attended the event, provided samples and complimentary beauty services.

Representatives from Dollar General private brands, L.A. Colors, Black

"Seeing the impact of Dollar General's third annual *A Day of Beauty* on participants is inspiring," said actress and special guest presenter Kim Fields. "I am excited to be part of a day that provides an in-depth look at inner and outward beauty where attendees leave feeling empowered with knowledge and pampered with complimentary products."

The fourth issue of *BeautyCents* magazine recently hit Dollar General stores providing readers with fall 2017 coupons, advice for the upcoming back to school and fall seasons, apparel trends and more. Copies are available in Dollar General stores throughout the fall. The magazine is also accessible online [here](#).

### Celebrity Biographies:

- Kim Fields:** Kim Fields is an actress and director best known for her worldwide syndicated television roles as Tootie on the *The Facts of Life* and Regine on *Living Single*. She has made numerous appearances in movies and national shows including *What to Expect When You're Expecting*, *Mork & Mindy*, *The Fresh Prince of Bel-Air*, *The Drew Carey Show* and *Kenan & Kel*. She has also directed episodes for *Tyler Perry's House of Payne*, *Kenan & Kel* and *Living Single*. Most recently, Kim appeared on Season eight of *The Real Housewives of Atlanta* and Season 22 of *Dancing with the Stars*, but nothing is more thrilling than the upcoming release of her autobiography *Blessed Life* and her fall premiere of the movie *A Question of Faith* where she plays Theresa Newman.

- 1 **Vivian Green:** R&B singer-songwriter Vivian Green is described as an artist whose vocals are riveting and electric. At a young age, Vivian started her career as a singer and is credited for writing "Dear God" by Boyz II Men, from their 1997 album *Evolution*. After touring internationally as a backup singer for Jill Scott at the age of 19, she went on to release five albums over the course of her career. Her first hit was 'Emotional Roller Coaster' and her album *A Love Story* was certified Gold, to name just a few of her accomplishments. Vivian has claimed her own space in the neo soul musicscape with a mix of heart wrenching ballads and up tempo grooves. Her latest album, *VGVI*, is set to release this fall.

For additional information, photographs or items to supplement a story, please visit the [DG Newsroom](#), contact the Media Relations Department at 1-877-944-DGPR (3477) or via email at [dgpr@dg.com](mailto:dgpr@dg.com).

### **About Dollar General Corporation**

Dollar General Corporation has been delivering value to shoppers for over 75 years. Dollar General helps shoppers Save time. Save money. Every day!® by offering products that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, clothing for the family, housewares and seasonal items at low everyday prices in convenient neighborhood locations. Dollar General operated 13,601 stores in 44 states as of May 5, 2017. In addition to high quality private brands, Dollar General sells products from America's most-trusted brands such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at [www.dollargeneral.com](http://www.dollargeneral.com).

*Follow Dollar General:*

[Facebook](#)

[Twitter](#)

[Pinterest](#)

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170812005015/en/>

Dollar General Corporation  
Crystal Ghassemi, 615-855-5210  
or  
Media Hotline: 1-877-944-DGPR (3477)  
[dgpr@dollargeneral.com](mailto:dgpr@dollargeneral.com)

Source: Dollar General Corporation

News Provided by Acquire Media