

FOR IMMEDIATE RELEASE
Monica Holder Photography Announces

BEAUTY OF THE MONTH-PROJECT

“Empowering women one photo shoot at a time”

About the Project: BOTM

The beauty of the month is an empowerment session done monthly with a woman from the community that is chosen to expose her thoughts on inner beauty. The botm is dedicated to uplift encourage and transform her thoughts on beauty, through an exciting session that includes a free photo shoot and makeover of Commercial, Business, High Fashion, Editorial, or Couture look. She must answer three important questions one being, what makes you feel beautiful? She is then highlighted on www.EssentialArtsStudio.com website for one month, also receives a CD with images from her photo shoot and memories for a lifetime.

Monica Holder-photographer a New Jersey native is an accomplished artist, using multiple forms as an outlet for her creativity. While photography has long been her first interest, she has spent the first part of her career as a hairstylist and make-up artist at “A Cut Above The Rest” once located on Board St. in Newark NJ. By 1998 Monica moved to NC and opened “Essential Arts Studio” a hair salon/gallery and began formally studying photography and started the project called Beauty of the Month. Each month she would choose one client to gift them with a free make over and beauty shoot, purpose being to help make them feel special and beautiful.

In 2001 Monica relocated to Atlanta GA and continued her project Beauty of the Month. What started out as a way to give back and up-life her clients had taken off into a world wide of reaching out to the women in her community. Just in Oct. 2010 she has moved back to NJ, after photographing over one hundred women from NC, GA, to FL for the BOTM. She continues this project that helps build the self-esteem of hard working women but now in the community of NJ.

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If you or someone you know wants a chance at becoming the Beauty of the Month go to EssentialArtsStudio.com. Candidates must fill out an entry form and tell us what makes you feel beautiful. Monica Holder Photography seeks venues to volunteer their space to photograph these women for the BOTM project.

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