



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Carolyn Carr

(510) 540-7785 ext. 314

ccarr@AnewAmerica.org

### **Anew America's newest grand opening**

The grand opening of **Alina's Hair Style Salon** will be held on October 27th starting at 10:00am. This endeavor is a joint effort with Alina Trujillo and AnewAmerica, a non profit that promotes the long-term economic empowerment of *new Americans*- new citizens, immigrants, refugees – and encourages their full participation in the political, social and cultural growth of the U.S. The venue is: 3913 Mission St, San Francisco, CA 94112.

For Alina Trujillo, reaching her dream of opening her own salon did not come easily. It was a long journey that began in 1980 with her arrival in this country. She came with her first husband who, soon after, left her to return to their home country of Costa Rica. She found herself alone in a strange country, unable to speak English and without a job. But Alina was a resilient, independent woman who would not be held back by her lack of linguistic abilities or education. She was adamant about following her dream, so she took a job cleaning houses while attending hairstyling school. Upon graduation she found a job at a salon. While her education had brought her closer to her dream, she still felt trapped working for someone else. But Alina never rested; she worked hard to develop her housecleaning job into her own business. She also got remarried and became a U.S. citizen.



**Alina's Hair Style Salon**  
3913 Mission Street  
San Francisco, CA 94112  
415.587.6390 from: 10:00 - 7:00

In early 2007, Alina found out about AnewAmerica and knew that it was the catalyst she needed to refocus on her dream. As she began her classes in AnewAmerica's *Virtual Business Incubator* program, an opportunity to acquire a salon presented itself. At AnewAmerica "I learned how to get my papers in order, manage my taxes, obtain my business license and balance my books in order to maximize my profits," Alina says. After learning about social responsibility at AnewAmerica, she began giving money to her Baptist Church and sponsoring a needy Guatemalan child through World Vision. Alina plans to work hard so that she can retire in ten years. "My dream is to retire when I am young and healthy, not old and sick. What's the fun in that?"

AnewAmerica was established in 1999 by a group of community leaders representing immigrants and community development advocates who saw a continuing lack of integrated job creation, asset development and community empowerment strategies for low-income new Americans living in the Bay area. Their client base includes entrepreneurs from over 40 countries covering the nine bay area counties.

**New classes starting:** AnewAmerica is currently recruiting for clients. Classes begin early 2008 in both English and Spanish. For more information, please call Carolyn Carr at 510-540-7785 x314 or email [ccarr@anewamerica.org](mailto:ccarr@anewamerica.org). For immediate information, please visit our website: [www.anewamerica.org](http://www.anewamerica.org).