

2025-J408

Senate Resolution No. 408

BY: Senator PARKER

HONORING Karen Mitchell upon the occasion of her designation for special recognition at the Young, Gifted, and Black Entrepreneurial Awards 20th Anniversary Gala on February 26, 2025

WHEREAS, It is the custom of this Legislative Body to honor those enduring individuals and organizations which devote their purposeful energies to improving the quality and dignity of life of those they serve, to preserving their heritage, and to fostering pride among them; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Karen Mitchell upon the occasion of her designation for special recognition at the Young, Gifted, and Black Entrepreneurial Awards 20th Anniversary Gala on Wednesday, February 26, 2025, at Terrace on the Park, Queens, New York; and

WHEREAS, The Young, Gifted, & Black (YGB) Entrepreneurial Awards were established in 2006 by Carl Gray as a platform to spotlight and celebrate everyday individuals who serve as positive role models, inspiring their peers through their accomplishments, perseverance, and contributions; and

WHEREAS, Carl Gray's vision for the YGB Entrepreneurial Awards has

remained steadfast in ensuring recognition is given to those whose contributions, though not always highlighted in mainstream media, have a profound and lasting influence within their fields and society; and

WHEREAS, Karen Mitchell is a Jamaican-born licensed cosmetologist, renowned hair extension expert, and owner of the True Indian Hair franchise under the umbrella of the True Hair Company; this esteemed honoree began her mission to provide high quality extensions for career women in 2004, when she noticed a lack of diversity in ownership roles in the hair care industry; and

WHEREAS, Under Karen Mitchell's leadership, True Hair Company has emerged as a leader in the industry, earning accolades from Essence and Cosmopolitan Magazines; the brand has also been featured in prominent publications like InStyle, Vogue, and Elle, as well as on various primetime TV shows; True Hair Company successfully continues to grow in the market, reaching company record highs in 2023; and

WHEREAS, In response to increasing demand, True Hair Company has expanded from its flagship Brooklyn boutique, to over a 3,000 square foot midtown Manhattan flagship store; and

WHEREAS, Karen Mitchell and her team intend to continue expanding to other markets in 2025, including Atlanta, and over the next six years, they plan to establish several locations in Houston, Miami, Washington, DC, and London; and

WHEREAS, True Hair Company has gained widespread recognition, counting celebrities like Rihanna, Cardi B, and Taraji P. Henson as part of its clientele; in addition to her business achievements, Karen Mitchell founded True Strength, a non-profit organization that provides free wigs and makeovers to women struggling with hair loss; and

WHEREAS, It is the sense of this Legislative Body that those individuals and organizations which give positive definition to the profile and disposition of the communities of the State of New York, do so profoundly strengthen our shared commitment to the exercise of freedom; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Karen Mitchell upon the occasion of her designation for special recognition at the Young, Gifted, and Black Entrepreneurial Awards 20th Anniversary Gala on Wednesday, February 26, 2025; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Karen Mitchell.