
PRESS RELEASE

For immediate release:

Contact: Megan Davidson

Megan@VermillionChamber.com

605.624.5571



JOIN US IN CELEBRATING THE NEW LOCATION OF INDIGO

Vermillion, SD., September 13th, 2021 - The Vermillion Area Chamber & Development Company (VCDC) is excited to announce the new location and grand opening of Indigo with a ribbon cutting ceremony on Tuesday, September 14th, from 4:00 pm – 6:00 pm at 119 East Main Street.

Indigo has been a part of the Vermillion downtown scene since 2018. However, they recently moved to a new downtown location and have been working on expanding the number of services they offer.

“Here at the VCDC we are committed to raising community awareness about our members,” commented Nate Welch, President & CEO of the VCDC. “Having a business such as Indigo in town does so much for our community. The services they offer target and treat the specific needs of any particular person and having passionate business owners like Monica only improves the quality of life of Vermillion citizens, and that is something worth celebrating.”

Monica Miller, owner and operator of Indigo, is a licensed aesthetician in South Dakota and California. She has spent the last few years expanding Indigo's offerings, which now include a variety of services such as facials, peels, and full-body waxing. While all of these are great options to consider depending on your care needs, Monica specifically specializes in targeting and treating skin concerns like hyper-pigmentation, acne, and more.

“I absolutely love the work I do because of the connections I make with each client. I see the positive changes I help people achieve in their lives regarding their skin, which in turn builds confidence and better mental health,” said Monica.



"Vermillion has been a great place to make those connections thanks to the open and easy-going people living here. In part, I think the university has a lot to do with this. I started Indigo in a small room behind the radio station. Now after two and a half years (one of those through COVID) I am moving to my own location with four rooms. I am so grateful for everyone who has helped on this journey, and I am super excited to meet more people in the community in the years to come," continued Miller.

Those in attendance at this special grand opening/ribbon cutting event will have the opportunity to receive a free UV skin consultation, purchase products and services at a discounted price, and receive a chance to spin a wheel of discounts and freebies with every scheduled appointment or purchase.

This provides community members who have never before visited Indigo a great chance to see what this business is all about while also awarding dedicated customers and members. More information about Indigo and their services can be found at indigovermillionspa.glossgenius.com.

For more information on Indigo's grand opening and ribbon cutting event, contact Megan Davidson, Director of Strategic Communications & Tourism at Megan@VermillionChamber.com or call the VCDC offices at 605.624.5571.