
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

August 30, 2016

Ald. Cavalier Johnson
(414) 286-3777

MEDIA ADVISORY

Alds. Johnson & Hamilton, Mayor Barrett to launch Books in the Barbershop

Alderman Cavalier Johnson, along with **Common Council President Ashanti Hamilton** and **Mayor Tom Barrett**, will unveil a new program during a news conference **tomorrow** which is intended to help address the achievement gap by making books available to kids at their neighborhood barbershop.

“Wisconsin is, sadly, home to the largest achievement gap in the nation between black students and white students,” Alderman Johnson said. “Making books available in a familiar venue like the barbershop sends the message that you don’t have to read scholarly articles to improve your reading comprehension. You can read mystery novels, sports stories or comic books, as long as you’re reading something.”

Alderman Johnson invites his young neighbors to the unveiling of the program, where they can pick out a book from the shelf to read, or to keep forever. The program is a partnership with the Milwaukee Public Library, Milwaukee Public Schools, Sharp Literacy and Northcott Neighborhood House, utilizing participants in Northcott’s programs to build bookshelves that will be installed in barbershops throughout the city.

Chicago Cutz, the host venue, will be offering free back-to-school haircuts for kids from 10:00 a.m. to noon tomorrow, as well as free backpacks and school supplies.

What: Books in the Barbershop kickoff and news conference

When: 10:00 a.m. to noon TOMORROW, August 31
News conference at 11:30 a.m.

Where: Chicago Cutz, 6228 W. Capitol Drive

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