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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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March 23, 2017

Ald. Cavalier Johnson  
(414) 286-3787

## **Sho-N-Out joins Books in the Barbershop initiative**

A local effort to expose children to lifelong literacy is expanding, as Antonio Hurley adds his business Sho-N-Out to the city’s Books in the Barbershop initiative, according to founder **Alderman Cavalier Johnson**.

“No issue in our community is more pressing than the educational achievement disparity between white and black students,” Alderman Johnson said. “Every opportunity we have to expose kids to reading material is a chance to get them started on a path to success—even if they’re just sitting in a barber’s chair.”

“I am grateful to Mr. Hurley for his decision to join this growing initiative,” Alderman Johnson said.

By partnering with the Milwaukee Public Library, Sharp Literacy, Milwaukee Public Schools and Northcott Neighborhood House, Alderman Johnson helped develop the “Books in Barbershops” program, which makes reading material available for free in local barbershops.

Located at **5501 W. North Ave.**, Sho-N-Out is the third barber shop participating in the initiative, and was recruited to the effort by local **Alderman Michael J. Murphy**.

“Books in the Barbershop is an excellent approach to an important cause, and I am pleased to see it expanding into my district,” Alderman Murphy said.

Alderman Johnson said he hopes the initiative continues to expand into other parts of the city as well.