

For Immediate Release

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Staying sharp: Barbers pledge 300 free haircuts to kids who read to them this summer

Partnership with SCUSD and Sacramento Public Library aimed at combating summer learning loss

July 5 2016 (Sacramento) To help kids stay sharp this summer, Sacramento barbers are partnering with SCUSD and Sacramento Public Library on a literacy drive that rewards students for reading.

Ten barbershops have agreed to give away 30 free haircuts this summer to students who read a book to a barber. Sacramento Public Library is supplying 300 books for the initiative.

"We are so grateful to our community for pulling together to help kids retain critically important literacy skills over the summer months," said Superintendent José L. Banda. "Not only will kids experience the fun of reading, they'll get the self-esteem boost that comes from a professional haircut."

SCUSD will kick off 300 Books, 300 Haircuts at Upgrade Cuts in Lodi Park on Thursday (July 7). Students from the district's nationally recognized SummerQuest enrichment program are invited to shop owner Marcus Walker and Superintendent Banda exchange for haircuts.

- x WHAT: 300 Books, 300 Haircuts
- x WHEN: 8 a.m. on Thursday, July 7
- x WHERE: Upgrade Cuts, 1195 Florin Road, Sacramento, CA 95831
- x WHO: