

FOR IMMEDIATE RELEASE: May 8, 2023.

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WORKING HEADLINE:

BarberTime to Thank Area Barbers and Stylists for Community COVID and Mental Health Support

DATELINE: BOSTON, MA.

During Memorial Weekend, on Sunday May 28th, the BarberTime Media Network will host its [1st Annual BarberTime Appreciation Brunch](#) at the Franklin Park Golf Clubhouse, from 2pm-6pm. The event will highlight the work of individual barbers and stylists and what they meant to their community during the COVID-19 pandemic and their ongoing work to help their clients to overcome the stigma of mental health issues.

When COVID-19 hit, it devastated everyone alike. That's when BarberTime developed the #GuardiansoftheCommunity initiative, to aide in support with the Caring During Corona Crisis campaign. However, like most industries during the shutdown, the barbershop and salon industry was deemed unessential. Once the pandemic eased and businesses started to reopen, the barbershop and salon industry rose to the top of the list to engage the public and were ready and waiting to aid in support efforts in any way that they could, given their roles and proximity to the everyday person.

"This event will allow barbers and stylists from all over the City of Boston to come together in one room and know that their work during and following the COVID-19 pandemic hasn't gone unnoticed," stated BarberTime Founder and CEO Euan Davis. "We want our partner organizations to understand how great the need is for community engagement and with the help of the BarberTime Media Network, barbershops and salons are the key to delivering the message to hard-to-reach segments of our community." Davis added, "most importantly, we want our barbers and stylists to know that we notice, and we thank you!"

Having worked in partnership with a number of government and non-profit organizations, BarberTime has helped to train barbers and stylists to direct their clients to mental health resources. BarberTime will be expanding their efforts during 2023 to partner with more organizations that focus on public health and mental health related services.

About The BarberTime Media Network

For over 20 years, BarberTime has developed a network of shops and salons, connected through media, to engage and inform their respective communities. BarberTime uses the collective voice of the barbershop and salon industry to strengthen the community that it serves.

Over the last several years, BarberTime has worked with the Massachusetts Department of Mental Health, the Boston Public Health Commission, and regional non-profits to provide vital COVID-19 relief supplies and information, as well as Peer and Mental Health training during the crisis.

#BARBERTIMEALLTHETIME #BLESSEDANDHIGHLYFAVORED

Visit <https://barbertimeplus.com/brunch2023/> for more information and to support.