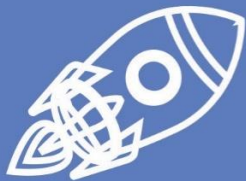


We create child-friendly reading spaces in barbershops.



Once

upon a time there was a boy called Jack. He lived with his mother. They were very poor. All they had was a cow.

One morning, Jack's mother told Jack to take their cow to market and sell her. On the way, Jack met a man. He gave Jack some magic beans for the cow.

Jack took the beans and went

The next morning,

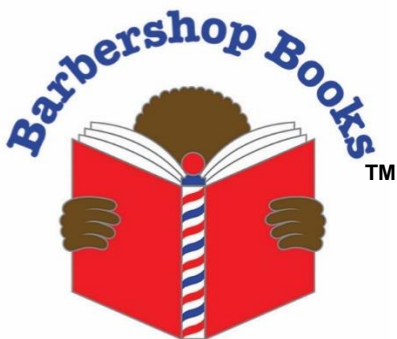
Jack looked out of the window and saw a giant beanstalk.

He went outside and decided to climb the beanstalk up to the sky through the window.

I will not disrupt class.



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As Seen Here:



BEVEL/CODE

GOVERNING CITYLAB
THE STATES AND LOCALITIES

Why connect books to a male-centered space and involve men in boys' early reading experiences?

85% of Black male 4th graders are not proficient in reading.¹



MISSING MALE READING MODELS

Most black boys live with single-mothers.

2%

Less than two percent of teachers in the United States are black males.²

LIMITED BOOK ACCESS

5% Less than five percent of children's books published in 2014 were about black people.³

1 for 300

Some low income communities have as few as one age appropriate book for every 300 children.⁴

27 Minutes

Every **\$1 dollar** invested in Barbershop Books generates 27 minutes of reading in barbershops.

SOCIAL RETURN ON INVESTEMENT

Reading for fun, just once or twice a month, improves students' reading scores.⁵

1. United States Department Of Education. (2015). Nation's Report Card: Reading.
2. NYC Independent Budget Office. (2014). Demographics and Work Experience: A Statistical Portrait of NYC' Public School Teachers.
3. The Cooperative Children's Book Center. (2015). Children's Books by and about People of Color Published in the U.S.
4. Dickinson, David K, and Susan B. Neuman. (2007). Handbook of early literacy research. Vol.2. Guilford Press 31
5. U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress (NAEP), various years, 2002-2013 Reading Assessments.

For more info: info@readingholidayproject.org



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