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For immediate release

Event: Sharon's Wings of Love: Free Haircuts & More
Dates & Times: Saturday, July 13
Noon to 5 PM
Venue: 711 71st Avenue in Oakland
Across from Coliseum BART Station

HAIRCUTS WITH HEART SUPPORTS SHARON'S WINGS OF LOVE
East Bay Organization Will Give Free Haircuts to Kids near Coliseum BART Station

OAKLAND, CA – June 24, 2019 – Rebecca Beardsley, founder and executive director of Haircuts With Heart (HWH), announced today that the organization will visit Oakland on Saturday, July 13th, to support an event for the homeless community organized by Oakland non-profit Sharon's Wing of Love (SWL). Beardsley's organization will give free services to families living in poverty. Beardsley and her team will create a pop up salon at the site, which is located at 711 71st Avenue across from the Coliseum BART station.

"We want to raise awareness about the situation many of our families face today," said Beardsley. "Many of them have to do without every day services – like haircuts -- the rest of us take for granted because of their financial circumstances, and we want to address that in a very direct way."

HWH joins a group of East Bay organizations supporting the event: the Alameda County Food Bank, Dignity on Wheels, A.P.E.B, Truconnect, Safelink Wireless, Rubicon, East Bay Dragons MC, 220 Motorcycle Club, Shiloh Church, Oakland Bible Church, B.O.S.S, Black Nurses Assoc., Osita Health Clinic, Veterans Services, the Salvation Army, King's Boxing Gym, Albany Lions Club, Asoc. Cult Panama' Int., [Costco](#), Safety Net and more to be announced.

"Homelessness is the result of many factors, one being affordable housing, unemployment and low wages, and the list goes on," said Sharon Williams, the founder of SWL. "Sharon's Wings of Love, with the help of the community, decided to take a stand, and let unhoused

Individuals in the area know the resources that are available for them. Together we can make a huge impact by educating and talking to our homeless community.”

Beardsley has recruited some of the top stylists in the East Bay to work with the organization, and all of these talented professionals share her vision of helping to restore a sense of identity to the underserved in the community at large. HWH now works with over 20 area non profits on a regular basis, and is gradually increasing its geographic reach with the goals of serving the entire Bay Area in the not-to-distant future.

“We believe in community and joining together to create awareness around giving,” said Beardsley. “For us, our work is to build trust and establish frequent contact to nourish our guests and contributing partners by giving free haircuts.”

For more information about HWH, go to www.haircutswithheart.org.

About Haircuts With Heart

Haircuts With Heart (HWH) was launched in 2016 by top stylist and industry educator Rebecca Beardsley in Oakland, CA. HWH’s purpose is to afford disenfranchised people dignity, confidence and hope for new opportunities. Each month, they work with other nonprofit providers to offer adults and children in life transition free haircut events that are caring, fun and respectful. So far they have served families escaping violent domestic abuse situations; sexually abused and trafficked youth; substance-addicted homeless veterans; abandoned women and children desperate to launch a life; learning-disabled and mentally ill adults struggling to maintain semi-independence; and those in transitional housing.

www.haircutswithheart.org

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