



FOR IMMEDIATE RELEASE

**FOR MORE INFO, CONTACT:
Glauz@cocosouthla.org**

The Community Coalition Presents The Barbershop Lounge: A Conversation Amongst Black Men

Los Angeles -- On Saturday, October 23, 2021, Community Coalition will host “The Barber Shop Lounge: A Conversation Amongst Black Men,” from 10:00 a.m. - 2:00 p.m. at 8101 S. Vermont Avenue in CoCo’s newly renovated parking lot. The outdoor event is offering free haircuts to the public, games, food, and an open discussion on the state of Black men in South LA. Masks are required for all attendees except while eating.

Data from the 2021 Community Wide Assessment (People's Poll) highlighted 221 Black male participants who live/reside in South LA, and highlighted the following:

- Unemployment rates rose from 13% before COVID to 25% during COVID,
- Nearly 1/3 of Black men feel that they have been either racially profiled or harassed by the police,
- Mental and financial health were their greatest sources of stress, and
- Talking with friends and family (by phone, text, or video) was utilized by Black men as their highest coping mechanism for stress.

As the leadership of Black men remains integral to the movement, it is important to identify relevant areas of focus for Black men beyond criminal justice reform and economic development/recovery. To do that, **CoCo is working to consistently** support the development of a Black-male organizing agenda that integrates our membership recruitment, engagement, leadership development, education and training components. Black male team members from CoCo are personally inviting African American men of all ages to participate in creating a casual and safe space for Black men to come together, and enjoy each other's company via conversations and family fun.

Under the leadership and guidance of the black male team members at Community Coalition, the goal is to create a Black male-centered approach to organizing and power building. As CoCo navigates the emergence and centrality of Black Lives Matter with continued commitment to Black/Brown solidarity, there is an opportunity to double down on the unique needs of Black men at this time by creating space and offering support to ensure meaningful engagement. This Barbershop Lounge ultimately seeks to foster a sense of community amongst Black men and boys by hosting a meet and greet between CoCo members and guests.

About Community Coalition

For the past 30 years, the Community Coalition has brought the community of South LA together to transform the social and economic conditions that foster inequity. Community Coalition aims to empower everyday residents to influence and change public policy.

For more information about CoCo, please visit www.cocosouthla.org.