



**MEDIA ADVISORY: FOR IMMEDIATE RELEASE**

**THE ART OF SHAVING TO TEACH BLIND TEENAGERS  
'ART OF SHAVING' AT MIAMI LIGHTHOUSE**

**Miami, FL.** — Being a teenager can be a difficult and trying experience, but being a teenager with a visual impairment presents a whole other set of challenges. That is why on **Wednesday, July 12<sup>th</sup>** The Art of Shaving will visit Miami Lighthouse for the Blind and Visually Impaired for an educational “Art of Shaving” session for blind teenage boys in Miami Lighthouse’s Pre-Employment Transition Services Program. Miami Lighthouse’s Pre-Employment Transition Services Program is a year-round program that provides individuals 14-22 years of age the opportunity to develop skills to enter the work force or post-secondary education. Students learn important life skills like home and personal management, assistive technology, job readiness, orientation and mobility, social skills and community integration. “We are honored to collaborate with The Art of Shaving for this event. The shaving demonstration will not only be educational, but it will also reinforce Miami Lighthouse’s motto—it’s possible to see without sight” said Virginia Jacko, President & CEO of Miami Lighthouse.

A Master Barber will be on hand so the teenagers can experience The Art of Shaving ritual of the Perfect Shave<sup>®</sup>. First, shaving cream will be applied to the face, then, The Art of Shaving Master Barber will use a cartridge razor and guide the teenagers with precision and mastery to shave with the grain first. The Perfect Shave<sup>®</sup> will conclude with the application of the after-shave balm. The Art of Shaving will also present the teenagers a special gift. “Giving back to our community and having Miami Lighthouse’s teenage students participate in a shaving lesson is what The Art of Shaving strives to accomplish” said Anne Wiseman CFO of The Art of Shaving.

**Media is advised to arrive by 1:00pm.**

**WHEN:** Wednesday, July 12, 2017 from 1:00p.m. – 3:00p.m.

**WHERE:** **Miami Lighthouse for the Blind**  
601 SW 8<sup>th</sup> Ave, Miami, FL 33130

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