



MEDIA ADVISORY: FOR IMMEDIATE RELEASE

**THE ART OF SHAVING TO HOLD PRE-FATHERS DAY EVENT
AT MIAMI LIGHTHOUSE**

Blind Pre-school students and their fathers to experience "The Art of Shaving"

Miami, FL.—On **Wednesday, June 7th** The Art of Shaving will visit the Lighthouse Learning Center for Children™ for a pre-father's day shaving event which will take place during the graduation day celebrations of the new Pre-Kindergarten's first class. The Lighthouse Learning Center is a first-of-its-kind inclusive pre-kindergarten program for both blind and sighted three- and four-year-old students. The Art of Shaving will showcase techniques in shaving for the fathers of the blind and sighted children in the program. "We are honored to collaborate with The Art of Shaving for this event and to celebrate Father's Day and our first class graduation on the same day will truly be a proud moment for the fathers of our pre-school students" said Virginia Jacko, CEO of Miami Lighthouse.

A Master Barber will be on hand so the fathers can experience The Art of Shaving ritual of The 4 Elements of the Perfect Shave®. The fathers will be treated to a relaxing escape with a hot towel and a protective layer of pre-shave oil. Shaving cream will then be applied to the face with the help of our blind preschoolers which will give them a multisensory experience. Then The Art of Shaving Master Barber will use a cartridge razor with precision and mastery to shave with the grain first. A second hot towel is then applied and followed by more shaving cream and a second pass of the razor for super close shave. The Perfect Shave® concludes with the application of the after-shave balm. The Art of Shaving will also present the fathers a special Father's Day gift. "Giving back to our community and having Miami Lighthouse's preschoolers spoil their fathers is what The Art of Shaving strives to accomplish" said Anne Wiseman CFO of The Art of Shaving.

Media is advised to arrive by 9:00am.

WHEN: Wednesday, June 7, 2017 from 9:00 a.m. – 11:00 a.m.

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

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