



FOR IMMEDIATE RELEASE
August 23rd, 2021

Contact: Robert Turner
robert@riversidecountybcc.org
951-877-0167

RIVERSIDE, Calif. – **Black Barbershops and Beauty salons within Riverside County are joining the fight against vaccine hesitancy.** The Riverside County Black Chamber of Commerce and Riverside University Health System-Public Health have come together with a new initiative, the **Trim the Hesitancy Project**. The project is focused on making resources and vaccines accessible to Black Barbershops and Beauty salons with the intent of Barbers, Beauticians, and their clients getting vaccinated against COVID-19.

The launch event of the Trim the Hesitancy project will be held from **5:00 pm to 6:30 pm on August 25th at 413 Hair Salon located at 23750 Alessandro Blvd. STE L, Moreno Valley, CA 92553. Stylist may come to enjoy music, food, and education.**

“Public Health is proud to be part of this partnership and supports those programs that focus vaccine efforts on traditionally underserved communities,” said Kim Saruwatari, Director of Public Health for Riverside County. “It is critical that, working together, we build confidence on the effectiveness and safety of COVID vaccines. What better way than working through barbershops and beauty salons to get that message out.”

This effort is an extension of the work being done in the Inland Empire to increase COVID-19 vaccination rates. This initiative is made possible through the support of California Department of Public Health, Building Resilient Communities, and Reach Out.

For more information on the project please contact Robert Turner at 951-877-0167.

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