Barbershop Books creates child-friendly reading spaces in barbershops and provides early literacy training to barbers. Our innovative model significantly increases out-of-school time reading among Black boys ages 4–8 by connecting fun books to a male-centered space and by involving Black men in boys’ early reading experiences.

200+ barbershops in over 40 cities and 20 states

Utilizes a child-centered approach that pays special attention to reluctant readers and the culture of Black barbershops.

Provides new curated books recommended by Black boys.

Collaborates with community partners, leveraging established relationships with local barbershops.

Facilitates early literacy trainings for barbers.

Cultivates young boys’ reading identities.

Reading for fun, just once or twice a month, improves reading scores.*

86% OF BARBERS REPORT SEEING BOYS READ DAILY OR ALMOST EVERYDAY.*

$1=21 minutes

Every dollar invested in Barbershop Books generates 21 minutes of reading.*

*U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress, various years, 2002-2013 Reading Assessments.

**Based on a 2018 program evaluation.