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FOR IMMEDIATE RELEASE

Downtown Synagogue Offers Free Grooming Services to Detroit's Seniors, Veterans & Disadvantaged

Detroit, MI, December 5, 2016 – The Isaac Agree Downtown Synagogue (Downtown Synagogue), the Urban Bean Company (Urban Bean), and other businesses and faith-based organizations with ties to Detroit's re-emerging Capitol Park District will provide complementary haircuts to seniors, veterans, and those who are economically disadvantaged. **The event, titled "Grooming on Griswold," will take place 10 a.m. - 5 p.m. on Monday, December 19 at the Downtown Synagogue, 1457 Griswold in Detroit.** This is the second time the function has been held since 2014.

"For most of us, a haircut is something so simple we hardly think about it – but giving one to somebody who otherwise couldn't afford it can be tremendously meaningful," said Josh Greenwood, owner of the Urban Bean and one of the program organizers. "It's something that can lift spirits and restore dignity. It's not just about cutting hair – it's about touching hearts. Those of us involved are grateful we can offer this gift during the holiday season."

"Grooming on Griswold" coordinators have reached out to local shelters, clinics, soup kitchens, and houses of worship to spread the word about the opportunity for a complementary haircut for both men and women. The Downtown Synagogue will be furnished with styling chairs and hair basins to provide individuals with washes and trims. Hand massages and manicures will be offered, as well. No appointment is needed.

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In addition to the Downtown Synagogue and Urban Bean, facilitators and sponsors of the program include the Social Club Grooming Company, the Roman Catholic Archdiocese of Detroit, Our Lady of the Rosary Roman Catholic Church, St. Aloysius Downtown Catholic Church, and Sacred Heart Roman Catholic Church.

DOWNTOWN SYNAGOGUE MISSION

The principal mission of the Downtown Synagogue is to serve as a beacon for the entire Jewish community of Metropolitan Detroit by maintaining an egalitarian synagogue, rooted in Jewish tradition and affirming of pluralistic practice, in downtown Detroit. It encourages inter-generational engagement and promotes broad-based participation by offering a wide range of programming and acting as a conduit for Jewish activity in the city. It is committed to supporting the revitalization of Detroit; and assuring accessibility to all.

For more information, go to: downtownsynagogue.org

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