



FOR IMMEDIATE RELEASE

Media Contact: Marsha Mitchell
Marsha@cocosouthla.org, 323-572-0891

CoCo Brings “The Barbershop” to the MLK Festival

For generations, barbershops and nail shops have been more than grooming spaces in the Black community—they have been trusted safe spaces and platforms for public debate. They are places where information flows quickly, stories are exchanged, and collective understanding develops. Long before social media or town halls, these spaces served as forums for discussion, truth-telling, and decision-making. With this legacy in mind, **Community Coalition (CoCo)** is bringing the barbershop and nailshop to the MLK Festival on Monday, January 19th, creating a dynamic, community-rooted space for honest dialogue about the issues shaping South Los Angeles.

CoCo’s Barbershop will center real conversations with community members, elders, youth, and local leaders—grounded in lived experience and inspired by Dr. Martin Luther King Jr.’s call for justice, dignity, and collective action. Topics will include community safety, housing, economic justice, and the power of people-led solutions. Community Coalition will also launch a new community poll to identify issues (i.e. cuts to the safety net, public safety, housing, poverty/economy) that are widely and deeply felt by South Los Angeles residents.

What: CoCo’s *Barbershop* – a live, interactive community conversation

When: Monday, January 19 | 11 a.m. - 4: 30 p.m.

Where: MLK Festival | Degnan Blvd. & 43rd

Who: Community Coalition, community leaders, barbers, nail technicians, and SLA residents

Visuals:

- Live barbershop-style setup
- Community members in conversation
- MLK Festival attendees engaging in dialogue

Media Opportunities:

- Interviews with Community Coalition leadership
- Sound bites from community participants
- B-roll of interactive discussions

About Community Coalition

Community Coalition builds power in SLA by working to transform the social and economic conditions that foster injustice. Through community organizing, leadership development, and policy advocacy, CoCo centers the voices of residents most impacted to create lasting change.