



MORE THAN A HAIRCUT

SHAPING FUTURES IN ST. PETERSBURG

The Story of Antonio Brown & The Competitive Readers Coalition

A Reading Deck | 2025



FROM STRUGGLE TO SERVICE

The Past

Born in Child's Park neighborhood. Raised in a single-parent household. Transitioned from "street life" to purpose.

2009

Graduated from the American Institute of Beauty.

The Motivation

"Striving to be a better man and father than the example he had."

2016

Founded The Competitive Readers Coalition.

THE EXCHANGE

1 BOOK. 1 HAIRCUT. 1 MENTOR.



Read Aloud

Child reads a culturally relevant book during service

Earn the Cut

The \$30 haircut is free

Keep the Book

Child takes the book home

“We’re preparing kids for life with the barbershop book club.” — Antonio Brown

BRIDGING THE ECONOMIC GAP

The A.L.I.C.E. Reality in Pinellas County



STRUGGLING (46%)

Asset Limited, Income Constrained,
Employed + Poverty Level.

STABLE (54%)



For 46% of families, earnings are above the poverty line but below the cost of living. A \$30 haircut is a luxury. The CRC removes this financial barrier while addressing literacy gaps.

2024–2025 IMPACT REPORT

1,147

Completed Free Haircuts

~\$34,410

Value Returned to Community Families

1,147

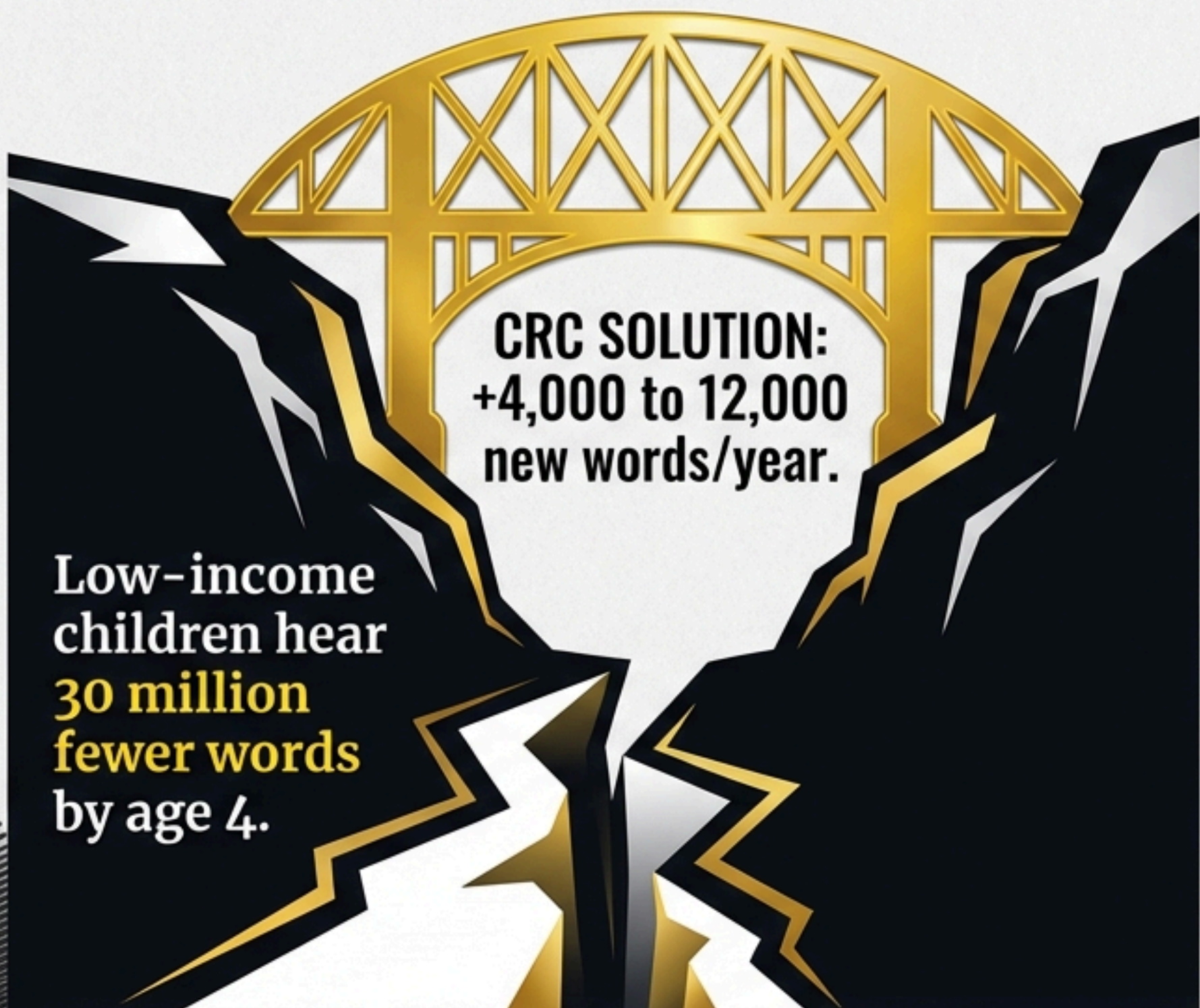
Books Distributed to Children

~300

Unique Home Libraries Seeded

Data compiled from Booksy bookings (Competitive Readers Cut program) with an 88% average completion rate.

COMBATING THE SUMMER SLIDE



CRC SOLUTION:
+4,000 to 12,000
new words/year.

Low-income
children hear
30 million
fewer words
by age 4.

Reading Frequency



Increases by
1.1 days/week
for participants.

“He was once a timid, shy reader...
Since starting with the CRC, my
son’s confidence in his **reading**
abilities has skyrocketed.”

— **AJ Smith, Parent**

BEYOND LITERACY: GENERATIONAL WEALTH

1 Cut
=
\$30 Saved



24 Cuts/Year
=
\$720 Annual Savings

Antonio encourages parents to deposit the saved haircut money into a savings account for the child. The barbershop becomes a hub for mentorship, personal development, and financial education.

A PILLAR OF THE SUNSHINE CITY



Strategic Partners & Grants

- **Youth Development** Grant Recipient (\$25,000)
- **Shirley Proctor Puller** Foundation
- **Junior League** of St. Petersburg
- **Juvenile Welfare** Board
- **City** of Tampa

Antonio Brown: President of 13th St. Heights Neighborhood Association & St. Petersburg Sunshine City Ambassador.

RECOGNIZED ON THE NATIONAL STAGE



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 118th CONGRESS, SECOND SESSION

House of Representatives

February 27, 2024

Mr. Speaker, I rise in the Blockbuster Building to share the story of a young man whose life is a testament to the power of community and the importance of education. Mr. Brown is a young man who has overcome many challenges and is now a student at the University of the South.

Mr. Brown was raised in the community-oriented family. His parents, Mr. and Mrs. Brown, are both educators and have instilled in him a love of learning and a commitment to service. Mr. Brown is a member of the National Student Leadership Conference and has been recognized for his academic achievements.

Mr. Brown is a role model for his peers and a source of inspiration for his community. He is a young man who has overcome many challenges and is now a student at the University of the South.

Early in the career, Mr. Brown began as a telecommunicator that saw this as his calling. After spending time in training in the military, for specifically though, those years were important to his life as a Black man and the impact of his grandmother instilled in him while caring for children, bringing his two dreams of becoming a barber and an impactful factor in his future.

While navigating fatherhood and an 18-month program to become a master barber, Mr. Brown uses his mission in life to serve the community, particularly Black and Brown men. In 2016, he successfully started his Barber Shop – Contrar Salon Barbershop & Grooming – and in 2016, he brought the Barbershop Puro Show which kids know "grew up in his chair" and he surrounded by a positive investment that solidified their future and choice at a better life.

When kids walk in for a haircut at his Barber Shop, they have the option to receive their service for free, if they look at a book about the importance of education. The haircut walk means on a fresh haircut and a need to keep at school. In an area of financial hardship, Mr. Brown encourages the children to put the money they would have spent on the haircut, in a bank account for their future.

“A priceless investment helping our future generations one haircut at a time.” — Hon. Kathy Castor, U.S. House of Representatives (Feb 27, 2024).

Featured on **The Jennifer Hudson Show**
& Recipient of the **L.I.F.T. Award.**

THE VISION: 500 SHOPS

From **1 shop**
to **10** in
Tampa Bay.



10 Shops
(Current)

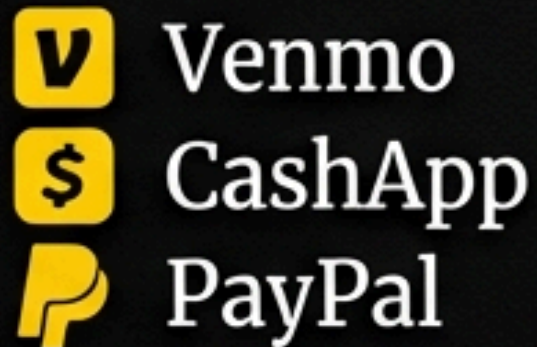
Goal: Expand the
“**1 Book, 1 Haircut**”
model to **500**
barbershops &
barbers
across Florida.

HELP US TURN THE PAGE

01.

DONATE

\$12-\$15 purchases one culturally relevant hardcover book.



02.

VOLUNTEER

Mentors needed to listen to children read during service hours.



03.

SPREAD THE WORD

Follow Central Station Barbershop & Grooming on social media.



Contact: info@crcbooks.org | 2325 Central Ave, St. Petersburg, FL 33713

A black and white photograph of a young boy with his eyes closed, focused on reading a book. An adult's hand, wearing a ring, rests gently on his shoulder. In the background, another person is partially visible. The scene is framed by a comb on the left and a pair of scissors on the right.

WE ENCOURAGE, WE EDIFY, WE EXCEL.

Where books meet barbershops and stories spark success.

The Competitive Readers Coalition