

Against Da' Grain, Grammy Award Winning Rappers Method Man & Redman Provide Local Kids Free...

Easing parents' pockets during hard economic times

March 13, 2009 - [PRLog](#) -- AGAINST DA' GRAIN AND GRAMMY AWARD WINNING RAPPERS METHOD MAN & REDMAN PROVIDE LOCAL KIDS FREE HAIR CUTS

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Staten Island, New York (March 13, 2009), Against Da' Grain (ADG), a Staten Island based barber shop chain and world renown Grammy award winning hip hop artist, producer, actor and founding member for the hip hop collective Wu-Tang Clan, Method Man and his rap duo partner Redman, actor and hip hop Renaissance artist offer free hair cuts to local children in time for Easter Sunday.

The stylish team of ADG barbers at the 821 Castleton Avenue location in the West Brighton section of Staten Island will be on hand on a first come, first served basis to provide free hair cuts to children under 12 years of age, on Saturday April 11, 2009 between the hours of 10:00am to 6:00pm. Special guest appearances by Megatron, celebrated DJ and host of 106 & Park's "What's Good On The Streets" segment and other talented Staten Island artists will be on hand speaking to kids and learning how they prepare to look their Sunday best!

"We have wonderfully loyal customers and felt this was just another way of rewarding them during these unusually hard economic times. A single mother of three boys spends a weekly average of \$33.00 on their hair cuts making it difficult to keep her kids hair freshly trimmed, explained Tariq, barber at Against Da' Grain. With Easter Sunday the following day, we felt it was the perfect time to team up with our celebrity friends and create a unique solution based on old traditional values while helping our community."

Against Da' Grain encourages kids to get a good night's sleep so they can wake up early and be one of the first to get their free shape up. Parents, stop by! Bring your boys, nephews and grandsons down for a seat on the big leather chair for their fresh Easter Sunday haircut.

For more information regarding Against Da' Grain please log into www.adgsinyc.com or call 718.981.3597. Please direct all press inquiries to Veronica Rodriguez via email veronica@laresentertainment.com or mobile 917.549.2508.

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Lares Entertainment is a boutique Hispanic communications agency that offers innovation public relations, integrated marketing and event design services. With an in-depth understanding of the U.S. Hispanic market and specialization in the entertainment, fashion and sports arenas, we successfully translated corporate brands and strategically connected each with Hispanic consumers.

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