

## **Roosters Men's Grooming Center Opens in San Diego's East Village**

*Community invited to July 15<sup>th</sup> ribbon cutting and grand opening celebration*

San Diego, CA (June 29, 2015) – Roosters Men's Grooming Center (MGC), a classic American barbershop with modern hair care services for men and boys, has opened at 1350 Market Street, Suite 111, in San Diego's East Village.

This is the second Roosters MGC for store owner David Graves, III, who opened his first store last fall in Carlsbad.

"Roosters MGC has been so well received and holds such a strong appeal for guys who want to receive excellent grooming services in a relaxed environment, that we feel confident about our continued success," said Graves. "We're also fortunate to have a very experienced and talented team of barbers and stylists."

Customers are invited to relax in oversized leather barber chairs in eight semi-private barber stations and select from a variety of custom services including precision haircuts and shaves with hot steam towels, deep cleansing facial massages and moisturizing lotions.

The public is invited to attend the store's official ribbon cutting and grand opening celebration in partnership with the San Diego Regional Chamber of Commerce from 4:30 p.m. to 6 p.m. on Wednesday, July 15, 2015. The event will include refreshments, prize drawings and demonstrations of Roosters MGC's hair care services.

According to Graves, before the East Village store officially opened its doors for business, Roosters MGC partnered with the San Diego Rescue Mission to provide free hair care services to 25 men who are re-entering the workforce.

According to Pastor Bill Zolla, residential services manager at the San Diego Rescue Mission, the men who were eligible to receive services, described their experience at Roosters' as "awesome."

"Along with haircuts and shaves, they also enjoyed the hot towels and facial massages," said Zolla. "They could even elect to receive color to cover the grey."

"We were glad to give these guys the special attention they deserve, and we look forward to developing partnerships with a variety of businesses and organizations in San Diego," added Graves.

The new store is open from 9 a.m. to 7 p.m. Monday through Friday and 9 a.m. to 5 p.m. on Saturday and Sunday. To schedule an appointment or purchase a gift card, call 619-795-9880. Walk-ins are always welcome.

Roosters MGC in San Diego, [www.roosterseastvillage.com](http://www.roosterseastvillage.com), is one of more than 70 franchises nationwide. The first Roosters MGC was opened in Lapeer, Mich., in 1999 by Master Barber and Founder Joe Grondin, who strives to give customers the best in men's personal grooming services to

ensure the experience brings you back. Roosters MGC is part of the worldwide family of Regis companies. For more information, visit [www.RoostersMGC.com](http://www.RoostersMGC.com).



*A panorama of the interior of Roosters Men's Grooming Center in San Diego's East Village.*



*Roosters' barbers and stylists treat men from the San Diego Rescue Mission to grooming services before the store's opening.*



*Thirteen month old David Graves, IV, tries out one of the barber chairs in his dad's store.*