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Wahl Professional Partners With Warner Bros. Pictures and Metro-Goldwyn-Mayer Pictures as the Official Promotional Clipper for **BARBERSHOP: THE NEXT CUT** - In Theaters April 15th

Mobile Grooming Tour Kicks Off in Chicago on March 14; Check Out #BARBERSHOPTOUR for full details

STERLING, ILL. (MARCH 16, 2016)

In the highly anticipated return of Calvin (Ice Cube) and Eddie (Cedric the Entertainer) to their neighborhood barbershop, “Calvin’s,” the comedy *Barbershop: The Next Cut* is opening in theaters on April 15th! After more than 10 years, everybody’s back for a fresh cut in the soon-to-be-released movie sequel, and Wahl Professional is excited to see their clippers back at the stations of Calvin’s Barbershop for the 3rd time.

Wahl Professional, the leader in the professional and home grooming category, is pleased to be teaming up with Warner Bros. Pictures and Metro-Goldwyn-Mayer Pictures (MGM) as the official promotional clipper partner in conjunction with the upcoming theatrical release of *Barbershop: The Next Cut*, from MGM, New Line Cinema and Warner Bros. Pictures.

To connect with *Barbershop* fans throughout the country, Warner Bros. and MGM are bringing the #BarbershopTour to 6 cities leading up to the April 15th movie release. The 6-city tour showcases a Mobile Barbershop experience with Warner Bros. and MGM offering complimentary cuts from Wahl Education and Artistic Team (W.E.A.T.) member Juan Ramos and local barbers on board the 3-station trailer to perform #YourNextCut.



Photos courtesy of Warner Bros. and MGM Pictures.



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“With Barbershop 1 & 2, Wahl was a promoter from the start, providing product for the film crew to use and photograph,” said Lance Wahl, Director of Sales and Marketing, Wahl Professional Division. “For Barbershop: The Next Cut, we were invited to be part of a total barbershop experience on the #BarbershopTour and for us, this was a perfect fit. We are excited to support the Tour.”

The Mobile Grooming Tour will make stops in Chicago, Washington D.C., Atlanta, Dallas, Miami and Philadelphia in March, then on to Los Angeles in early April. Each stop along the way will be promoted on local media outlets and social media using #BarbershopTour. The appearance in each city will include press events and screenings, along with free haircuts offered on the mobile barbershop Airstream equipped with 3 barber stations.

The partnership with Wahl Professional and Barbershop: The Next Cut and participation on the Tour establishes a natural synergy of grooming and professional styling by barbers in shops and salons today. Barbershop: The Next Cut features prominent trends that are captivating the industry, such as: the high fade and flat-top, dark Caesar, the all around afro, comb-over with a hard part and comb-over with a mid-shadow fade.

The partnership aims to inspire barber-stylists and provide a look into the world of haircutting and styling through the big screen. Attendees at America’s Beauty Show, held March 12-14 in Chicago, had an opportunity to receive limited quantities of movie premiums that Wahl distributed at their booth.

Like so many Barbershop fans, Wahl’s Juan Ramos is excited to see the hair culture spotlighted in the film. He also looks forward to sharing his passion for haircutting on the upcoming Grooming Tour.

“I get the motivation to perform each cut from my passion,” said Ramos, Wahl Educator. “The passion to do what I do, the passion to stay on top—the passion of a barber doing hair.”

Ramos stays ahead of trends and modern cuts through social media—a significant tool that allows him to easily follow trends in other regions, such as when the pompadour was popular on the West Coast and soon moved to the East Coast. Social media unifies the haircutting community by giving a platform to express hair versatility.

Ramos will be attending the tour and providing complimentary haircuts for the total barbershop experience. Wahl Peanut trimmers and 5-Star cutting capes will also be donated on the Grooming Tour. Follow Wahl on social media for the latest updates and behind-the-scenes looks from the Grooming Tour.

For a calendar of events for the Barbershop: The Next Cut Mobile Grooming Tour, please visit wahlpro.com.



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About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as 25 sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit wahlpro.com for more details.

About Barbershop: The Next Cut

Ice Cube and Cedric the Entertainer are reunited in the comedy Barbershop: The Next Cut, opening nationwide on April 15, 2016. It's been more than 10 years since our last appointment and Calvin (Cube) and his longtime crew, including Eddie (Cedric), are still there, but the shop has undergone some major changes. Most noticeably, the once male-dominated sanctuary is now co-ed. The ladies bring their own flavor, drama and gossip to the shop challenging the fellas at every turn. But despite the good times and camaraderie within the shop, the surrounding community has taken a turn for the worse, forcing Calvin and our crew to come together to not only save the shop, but their neighborhood.

Barbershop: The Next Cut also stars Regina Hall, Anthony Anderson, Eve, JB Smoove, Common and Nicki Minaj. It is directed by Malcolm D. Lee from a screenplay by Kenya Barris & Tracy Oliver, and produced by Robert Teitel, George L. Tillman and Ice Cube. Malcolm D. Lee, Becki Cross Trujillo, Ronald G. Muhammad and Jeff Kwatinetz served as executive producers. Greg Gardiner is the director of photography; Paul Millspuagh, the editor; Ina Mayhew, the production designer; and Danielle Hollowell, the costume designer. Music Supervisor is Gabe Hilfer with music by Stanley Clarke.. Barbershop: The Next Cut is a presentation of Metro-Goldwyn-Mayer Pictures and New Line Cinema, distributed by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and Metro-Goldwyn-Mayer Pictures. Rated PG-13.