



# MEDIA RELEASE

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## **Community Connections Series Features CareCuts of Knoxville**

*KNOXVILLE, Tenn.*— Knox County Mayor Glenn Jacobs interviewed Marti Baker, founder of CareCuts of Knoxville, a local non-profit operated 100% by volunteers that launched to provide free haircuts and grooming services to the homeless, but now provides meals, optical testing and glasses, clothing, transportation and job resources.

The interview is part of Community Connection—a spinoff from the Mayor’s small business series that provides owners the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees and helping them share any plans they hold for the future.

For the next couple of months, Mayor Jacobs will focus on local charities and non-profits. A new vignette will run each week on the county and Mayor’s various social media platforms.

Baker—a barber, stylist, and instructor for more than 30 years—started the organization in April 2016. She has since recruited roughly 75 volunteers from her clientele and local churches after telling them how something as simple as getting a haircut can help build self-esteem.

“It gives them their hope and their dignity – they feel better,” Baker said. “That’s the one thing that makes me complete. They say: ‘Miss Marti, I don’t look homeless anymore.’ They still have their dignity. They just need someone to believe in them and that’s what we do.”

Mayor Jacobs agreed, telling Baker:

“One of the issues people who are homeless and down on their luck have is not knowing what’s out there. You can get so low that you don’t think you have the ability to get back. And you offer, as you said, the gateway – they come to you. You’re able to work with them, build a relationship and then connect them to other services.”

The two talked more about the homeless and what can be done to help them.

For more information about CareCuts, check out the organization’s [website](#).

To hear more of what was said during the interview, check out the [video](#).

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