

Ruggedev.com



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April 1, 2022  
Volume 2 Issue 4

## Monthly Newsletter

FRIDAY  
**MAY 13**

RUGGED EVOLUTION FOUNDATION PRESENTS...

# LAUGHTER For TOMORROW'S FUTURE COMEDY Show

QUINCY CARR  
TRUTHY HOOD MAN & STRINGS 11M  
SEEN HERE DAYS ON LYING 757 COX CH. 60

**DAVE CHAMPION** **BRENAE WILLIAMS**

DOORS OPEN 7:30 PM  
SHOW STARTS AT 8PM  
TICKETS \$40  
MUSIC BY DJ BIG B

ALPHA LEARNING & EDUCATION CENTER - 436 W 35 ST, NORFOLK, VA 23506  
TICKET: \$40 - FREE RAFFLE GIVEAWAY  
PURCHASE TICKETS ON: EVENTBRITE

ALL PROCEEDS WILL GO TO RUGGED EVOLUTION FOUNDATION

MUSIC BY  
DJ BIG B

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### "LAUGHTER FOR TOMORROWS FUTURE"

The Rugged Evolution Foundation is excited to announce the start of our new comedy series. All proceeds will go to the foundations youth investing in tomorrows future. We are over the moon to have you join our kickoff celebration. *Tickets go on sale April 1st on Eventbrite!*



Greetings to our newsletter readership. Let us just dive into the highlight of the month, MEAC. Rugged Evolution Beard Care, officially sponsored the hottest Alpha Afterwork MEAC Day Party, on March 11<sup>th</sup> at the beautiful Town Point Club in Norfolk, VA. Upon arrival, I was immediately enamored by the elegance and beauty of the club. There it was, the most beautiful black baby grand piano sitting down the hall, calling for my attention to absorb its ambience, and I willingly complied. I'm always fascinated by anything vintage. A very noticeable vintage ship steering wheel sat perfectly in the hall, alongside the most delectable two-layer white cake. Every moment after arriving was beyond enjoyable for me.

CEO Arrington Gavin, and his black owned business take pride in getting each customer the essential products for a healthy beard journey. ALPHA PHI ALPHA fraternity, and their guest enjoyed the pleasure of the ultimate private shopping experience. All hands were on deck, answering questions, offering samples, and greeting their customers with enthusiastic smiles. Rugged Evolution Beard Care presented a wide selection of products to choose from. I feel confident every guest found something to their liking.

Picture this, everyone smiling, dancing, and sipping tasty cocktails, we were outside! Safety precautions were observed at the front door, with a fully vaccinated check point that required showing your ID and vaccination card. Arrington and I managed to sneak outside for an impromptu Clutched My Pearls podcast. He talked about his long-time affiliation with the Alpha's which began as a networking event in Charlottesville, Virginia. Since then, the connection has strengthened exponentially. Despite the on and off rainstorms, Rugged Evolution Beard Care also participated in the MEAC Black Brand Pop-Up at Gather, in Norfolk, VA. Overall, the experience of mingling with an historic HBCU event was successful on all levels.

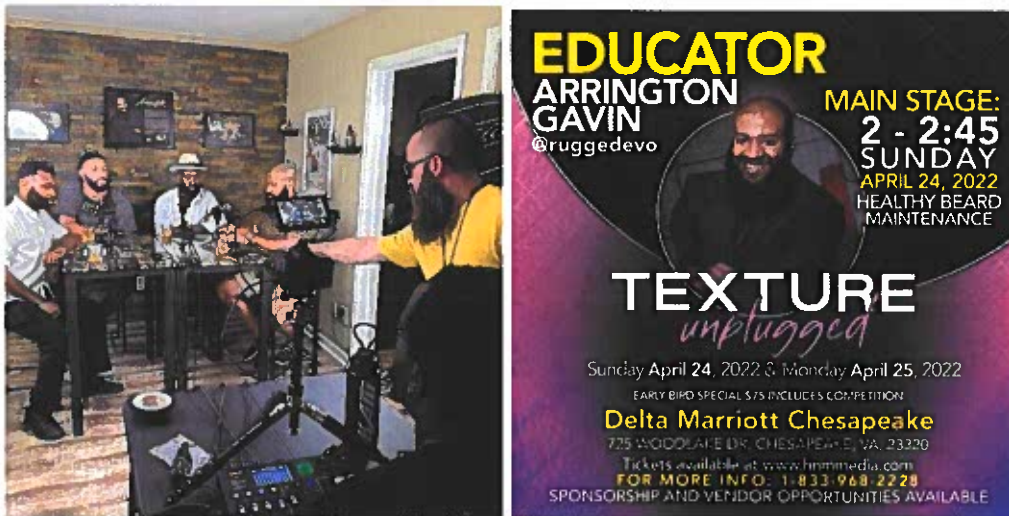
Author: *Dakota Somerville*



### The Next QVC



Be sure to stay linked for the one-hour shopping special coming soon on Poolside Cooking Network TV ROKU and Amazon Fire TV. April 2022 date TBA.



Be sure to catch up on previous “R” Smooth Club Podcast Episodes. Season 3 is a wrap, and the guys are gearing up for heavy men’s conversations. Episodes are available on all podcast streaming platforms, YouTube, and Roku TV.

CEO Arrington Gavin will grace the mainstage on April 24<sup>th</sup>, at 2pm. TEXTURE UNPLUGGED HAIR SHOW will be a spring extravaganza, don’t miss out. Tickets are available to purchase. [Hair-N-Motion \(hnmmedia.com\)](http://Hair-N-Motion (hnmmedia.com))

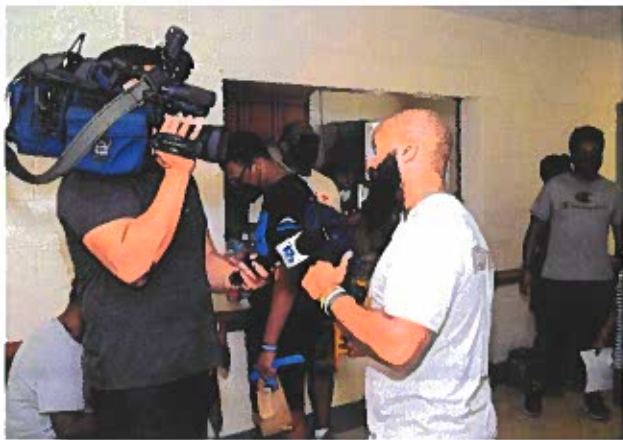


Walmart.com



## RUGGED PHOTO HOP

Guys, give Arrington a call at (757) 955-0656 let an expert guide you on your healthy spring beard care journey....



Thank You! Sponsors and Supporters, additional logos coming soon.



We are live, you can now download Rugged Evolution Beard Care App for easy access. Search your google store on your mobile device, and upload the mobile app. Calls are now being answered directly (757-955-0656)



**Contact Information:**

[www.ruggedevo.com](http://www.ruggedevo.com)

Facebook & LinkedIn - Rugged Evolution Beard Care

IG & Twitter - @ruggedevo

YouTube - Rugged EVO TV

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