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FOR IMMEDIATE RELEASE

**HEROES SOUGHT TO PARTICIPATE IN HEAD-SHAVING EVENTS NATIONWIDE TO RAISE FUNDS FOR CHILDHOOD CANCER RESEARCH**

**Men, women and children baldly stand in solidarity with the 160,000 kids diagnosed with cancer each year while raising money to fund pediatric cancer research.**

La Crosse, WI./ April 4th– The St. Baldrick's Foundation has issued a lofty challenge to everyone who wants to help raise money for childhood cancer research: Be a hero for kids with cancer by shaving your head in return for pledges of financial support from friends and family.

Participants find that shaving their head in solidarity with the 160,000 children who are diagnosed with cancer each year is a small sacrifice in comparison to what these children endure, and want to raise money to help find a cure for children with cancer now and in the future.

Events will be held locally at UWL's Recreational Eagle Center. The head-shavings will commence at 12:00pm. Entertainment for the day will include local band, Nodyne, a DJ who has participated in this event 5 years in a row, a clown, and more!

Mayor Candidate, Matt Harter, will be present and possibly shaving his on this weekend before the election. There will be a group of about 3 girls from the same dorm who will be selflessly losing their locks to help the cause. Local police and fire departments will have a friendly competition to see who can raise more for this great cause. UWL sports teams are competing to see which team can have the most athletes shave their heads. Even teenaged, high school students are putting the importance of their image aside and are involved *shave to save*. Stop by this event and see that those who care have no hair.

## **About The St. Baldrick's Foundation**

The St. Baldrick's Foundation makes grants to research institutions to find new cures for childhood cancer, and to find treatments to ensure a better quality of life for patients and survivors. The foundation funds research projects conducted by established pediatric cancer experts, as well as younger professionals who will be the experts of tomorrow. Funds also enable hundreds of local institutions to participate in national pediatric cancer clinical trials, offering the best available care for every child. The St. Baldrick's Foundation is grateful to its many volunteers (bald or not!) and donors, including Allied World, elope and PartnerRe. For more information about St. Baldrick's, please call 1-888-899-BALD or visit [www.StBaldricks.org](http://www.StBaldricks.org).

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