

**[Insert organization logo]**

**NEWS AND PHOTO/FILM ADVISORY  
FOR [DATE]**

**[Organization]** is Goin' Bald for Bucks to Support the Fight Against Cancer  
*[Number of participants] are snipping, clipping and shaving their way to cancer cures*

**What:** [Organization] will go Bald for Bucks to raise critically needed funds for the fight against cancer and show solidarity with all cancer patients who are battling. [Number of participants] have collected donations to shave their heads — or cut their hair and donate it to Pantene Beautiful Lengths to help provide real-hair wigs to women with cancer. All proceeds will benefit cutting-edge cancer research and supportive patient-care programs.

The fundraiser began in Western New York when a cancer patient's brother vowed to keep his head shaved until his sister's hair grew back. Ten years after its conception, Goin' Bald for Bucks has raised \$4 million. Every year, more than 85 and schools and organizations across New York State participate in the program.

**Who:** [Example: Roswell Park Associates]

**When:** Date  
Time

**Where:** Location  
Address  
City, State Zip

**Contacts:** Name, Organization, Title, Phone, E-mail

**Where the Donations Go**

Money raised through Goin' Bald for Bucks directly benefits research and patient-care programs at Wilmot Cancer Center, Roswell Park Cancer Institute and 13thirty Cancer Connect. The funds support supportive programs for adolescents and young adults who are fighting cancer. These initiatives help cancer patients ages 13 to 30 live their best lives through all stages of the cancer experience, focusing on decreasing social isolation, enhancing self-esteem and developing coping strategies. The money raised also benefits cutting-edge cancer research projects that aim to find cancer cures and save lives.

**Insert Boilerplate About Your Organization:**

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