



FOR IMMEDIATE RELEASE  
[SEND DATE]

Contact:  
[FIRST AND LAST NAME], [TITLE]  
[PHONE NUMBER], [EMAIL ADDRESS]

## **[SCHOOL NAME] Students and Faculty Raised [\$X,XXX] for 13thirty Cancer Connect and Roswell Park Comprehensive Cancer Center by Goin' Bald for Bucks**

ROCHESTER, NY —Today, [NUMBER OF STUDENTS] [SCHOOL NAME] students and faculty shaved their heads to show solidarity with cancer patients as part of the Goin' Bald for Bucks program, which raises funds for peer support programming at 13thirty Cancer Connect and cancer research and patient-care programs at Roswell Park Comprehensive Cancer Center.

After several weeks of recruiting and fundraising, participants joined together in the [NAME OF SCHOOL LOCATION] for a shaving event to fulfill their commitments to shaving or cutting and donating their hair. In total, participants raised [\$X,XXX].

[QUOTE FROM EVENT ORGANIZER OR FACULTY MEMBER]

[OPTIONAL PARAGRAPH – This is the [NUMBER – e.g. first, third] time [SCHOOL NAME] has participated in the Bald for Bucks program. To date they have raised [TOTAL AMOUNT RAISED] for 13thirty and Roswell Park.]

Goin' Bald for Bucks began in 2002 when Western New Yorker Cathleen George was being treated for cancer. Her brother, Tony, promised his sister that he would shave his head with her and remain bald until her hair grew back. Tony, a teacher at Lake Shore High School in Buffalo, brought this idea to his students and many offered to help. One student suggested that they raise money and then do the shaving together. And a fundraiser was born! In the years since the program was founded, thousands of participants across Western New York have joined forces to raise over \$5 million to help find cures and save lives.

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### **About Roswell Park**

Roswell Park Comprehensive Cancer Center is a community united by the drive to eliminate cancer's grip on humanity by unlocking its secrets through personalized approaches and unleashing the healing power of hope. Founded by Dr. Roswell Park in 1898, it is the only National Cancer Institute-designated comprehensive cancer center in Upstate New York. Learn more at [www.roswellpark.org](http://www.roswellpark.org), or contact us at 1-800-ROSWELL (1-800-767-9355) or [ASKRoswell@roswellpark.org](mailto:ASKRoswell@roswellpark.org).

### **About 13thirty Cancer Connect**

13thirty Cancer Connect, Inc. is a registered 501 (c) (3) non-profit organization established in 2001 following the death of Melissa Sengbusch who was 19 years old when she died of acute myeloid leukemia. Since its beginning (first called Melissa's Living Legacy Teen Cancer Foundation), 13thirty has become an internationally known and respected leader in the field of adolescent and young adult (AYA) cancer because of our strong passion, clear vision, and steadfast commitment to a singular focus – teens and young adults with cancer. Learn more at [www.13thirty.org](http://www.13thirty.org), or contact us at 585-563-6221 or [lauren@13thirty.org](mailto:lauren@13thirty.org).