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**Two Auburn Women Plan to Bare All (Of Their Head, That Is)  
For Charity**

**Skaneateles and Auburn Will Host Childhood Cancer Events**

**February 13, 2012 (Skaneateles, NY)...** Members of the local community will gather to support and cheer on Jessie Butts and Margaret Martin, both of Auburn, when they shave their heads to benefit the St. Baldrick's Foundation, a non-profit, volunteer-driven charity that raises money for children's cancer research. Butts will bare all (of her head, that is) on Sunday, March 18<sup>th</sup> at St. James Church, 96 East Genesee Street, in Skaneateles, during an event scheduled from 12 noon until 1:30 p.m. Martin will do the same on Sunday, June 3<sup>rd</sup>, at the Knights of Columbus in Auburn (time pending). Sponsors will donate money directly to the participants pre-head shaving, and attendees who come for the fun can contribute during the event. The St. James Church fundraising goal is \$2,000, while the Knights of Columbus goal is \$10,000. Tickets are not required and attendance is free to the public.

All proceeds from each event will benefit the St. Baldrick's Foundation, which was established in 2005 to help prevent and treat childhood cancer affecting infants, children, and teens, and young adults still afflicted with a childhood cancer. Cancer is the #1 disease killer of children in the United States, with 160,000 children diagnosed each year worldwide.

"I'm kind of crazy (to shave my head). I don't know anyone specifically with cancer, but when you look at children living with cancer, it breaks your heart," said Butts, 23, a patient safety companion at Auburn Memorial Hospital and a community resource specialist at the E John Gavris Center. "It reminds me that we tend to take a lot of things for granted, and if shaving my head can spread awareness and raise money for a good cause, then I don't need my hair."

Butts was inspired to support The St. Baldrick's Foundation last year, when friends also shaved their heads at an event at the Kitty Hoynes Irish Pub & Restaurant in Syracuse, which raised \$375,522 and included 483 participants. Butts hopes the St. James Church event will inspire others to give to an excellent cause through donations of time, money, or hair. Her personal goal is to raise \$1,000 for St. Baldrick's and to date has received \$275.00 in donations. Butts also will donate 8 inches of her hair for use as wigs for children with cancer.

“We welcome anyone from the community to join our event, feed the positive energy of hope, and work together to help beat childhood cancers,” said Dave Polmgren, the event organizer for the St. James Church fundraiser and a designer at Brownlie Design, Inc., in Skaneateles.

Lending her support in solidarity of children with cancer, Martin immediately jumped at the chance to bare her head for charity upon learning of the St. Baldrick’s events. She hopes that shaving her head will inspire others to do what they can to help children fighting cancer.

“The thought of cancer is frightening for all of us, and the grueling treatments and resulting hair loss compound that fear. Imagine being a child and having to endure that,” said Martin, a writer and editor at Crème della Crème Copywriting & Communications in Auburn. “It takes so much courage. I have always been afraid to lose my hair, so when I see other people fighting cancer, my heart goes out to them and I admire their courage. So, when the situation presented itself, it was a no brainer for me. I want to do it to help raise money for the children of St. Baldrick’s and show my support to all cancer patients.”

The March 18<sup>th</sup> St. Baldrick’s fundraiser at St. James Church will feature speakers, including parents of childhood cancer survivors. Additionally, three stylists will be on hand with clippers to help participants go bald. Razors are prohibited due to foundation policy. Although some aspects of the event are still in the planning stages, organizers are seeking musical entertainment and hope to add 40 participants to the 10 already willing to brave the shears.

Martin’s goal for the June 3<sup>rd</sup> Knights of Columbus event is raising \$500, and she currently has received more than \$150.00 toward her overall target. “I feel very strongly about doing this. When a woman shaves her head people, take notice, and that’s exactly what I want, people to take notice, so I can advertise the need for donations to fight against childhood cancer,” said Martin.

At their respective events, Butts, Martin, and fellow participants will join the 189,800 shavees to date who bared their heads in solidarity with children diagnosed with cancer. Although traditionally held on St. Patrick’s Day, shaving events are held year-round so participants can keep their bare heads warm.

Individuals or businesses interested in donating money or their time can contact any event organizer. Those interested in shaving their heads can register online directly through the St. Baldrick’s Foundation website: **<http://www.stbaldricks.org/>**

Individuals wishing to pledge their support by sponsoring Butts can either place a donation in boxes located at the Indigo Hair Salon in Auburn and Resurrected Tattoo in Syracuse. Sponsors can also visit the St. Baldrick’s website and donate directly to Butts through her profile page: **<http://www.stbaldricks.org/participants/mypage/505887/2012>**

Individuals interested in sponsoring Martin can donate directly through her profile page on the St. Baldrick’s website, **<http://www.stbaldricks.org/participants/mypage/502838/2012>** and through a donation box located at the Pit Stop on South Street in Auburn.

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

Headquartered in Monrovia, CA, the St. Baldrick's Foundation originated when three friends—John Bender, Tim Kenny, and Edna McDonnel—used their St. Patrick's day office party in 2000 as a head shaving event to raise money for childhood cancer. At the time, the goal was for the 19 shaved volunteers to raise "\$17,000 on the 17th," but they raised \$104,000 and, unwittingly, launched what would become the world's largest volunteer-driven fundraising program for cancer research.

The St. Baldrick's Foundation has since grown to become a leading force in the childhood cancer community. Twenty-eight employees and nine board members work tirelessly through a variety of fund-raising methods to help eradicate children's cancer. Since 2005, the St. Baldrick's Foundation has funded \$77 million in childhood cancer research.

St. Baldrick's also works vigorously to obtain grant money, which is sorely needed since only 4% of all federal cancer research is dedicated to pediatric cancer. A majority of the grants secured by St. Baldrick's are utilized for cutting-edge research to discover or develop cures and less toxic treatments. The infrastructure grants provide medical institutions with resources for additional research, and the capability to enroll more children into ongoing clinical trials, which remain their best hope for a cure.

Individuals can show support for St. Baldrick's in ways that don't require hair loss, such as by organizing a fundraiser, donating money online through a tribute or memorial gift, giving gifts of stock, matching gifts, or purchasing St. Baldrick's merchandise or through the Giving Works Program on eBay. Interested supporters can also help by donating office supplies, unused or unwanted gift cards, and unused airline miles or hotel points. St. Baldrick's also needs legal, videography and photography services. For more information, visit the St. Baldrick's Foundation website at [www.stbaldricks.org](http://www.stbaldricks.org) or call **1.888.899.BALD**.