

[Insert organization logo]

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

[Organization] is Goin' Bald for Bucks to Support Roswell Park
[Number of participants] to snip, clip and shave their way to cancer cures

What: [Organization] will go Bald for Bucks to raise funds for Roswell Park Cancer Institute and show solidarity with all cancer patients who are battling. [Number of participants] have collected pledges before the big day, when'll they'll shave their heads — or cut their hair and donate hair to Pantene Beautiful Lengths to help provide real-hair wigs to women with cancer. All proceeds will benefit cutting-edge cancer research programs and compassionate care programs for the more than 31,000 patients who receive treatment at Roswell Park every year.

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 more than \$4 million. More than 85 schools and organizations across New York State participate in the program every year.

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 Roswell Park, one of the nation's leading cancer centers. The funds allow Roswell Park's world-class scientists to start new, promising research initiatives that aim to find cancer cures, and help advance cutting-edge work on genetics research, immunotherapy and cancer vaccines. The money participants raise also funds essential quality-of-life programs that lend an extra helping hand and provide emotional support to patients and their families.

[Insert your organization's boilerplate here]

About Roswell Park

The mission of Roswell Park Cancer Institute (RPCI) is to understand, prevent and cure cancer. Founded in 1898, RPCI is one of the first cancer centers in the country to be named a National Cancer Institute-designated comprehensive cancer center and remains the only facility with this designation in Upstate New York. The Institute is a member of the prestigious National Comprehensive Cancer Network, an alliance of the nation's leading cancer centers; maintains affiliate sites; and is a partner in national and international collaborative programs. For more information, visit www.roswellpark.org, call 1-877-ASK-RPCI (1-877-275-7724) or email askrpci@roswellpark.org. Follow Roswell Park on [Facebook](#) and [Twitter](#).

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