



The Headshaving Event for Childhood Cancer Research.

OFFICIAL BARBERS & ORGANIZERS
AMERICAN HAIRCUTS

*Thursday, March 15, 2018 • 6pm
Ri Ra Irish Pub, 1080 Peachtree St.
(corner of 12th and Crescent).*



KIDS CANCER FACTS

- Every 3 minutes, a kid is diagnosed with cancer.
- 1 in 5 will not survive.
- Every 5 minutes a kid loses the battle against cancer

In the US, cancer kills more children than AIDS, Asthma, Diabetes, and Cystic Fibrosis... combined.

The average age of a kid diagnosed with cancer is 6, while the average adult is 67, yet the National Cancer Institute spends 96% of it's budget on adult cancers.

Childhood cancers are often the result of DNA changes in cells that take place very early in life, sometimes even before birth. Unlike many cancers in adults, childhood cancers are not strongly linked to lifestyle or environmental risk factors.

The fight against childhood cancer is under prioritized, underfunded... and always has been. For example, breast cancer receives funding totaling roughly \$599.5 million per year, while childhood cancers receive only \$192.8 million. Breast cancer patients lose an average of 11 years from their lives, while childhood cancer patients lose an average of 66 years.

When an adult is lost to cancer, it is certainly tragic. When a kid is lost, so is a lifetime of hope, and dreams, and achievement.

ST. BALDRICK'S FACTS

St. Baldrick's is the worlds largest volunteer-driven fundraising program and funds more in childhood cancer research grants than any organization except the U.S. Government.

Since 2000, more than 189,600 have shaved in solidarity with children who have cancer. These shavees have enabled St. Baldricks to give over \$154,552,703 in grants for life-saving research.

The St. Baldrick's Foundation is a lean organization with 82% of it's budget funding childhood cancer research, while 16% goes into fundraising, and only 2% goes into management and general.

100% of St. Baldrick's revenue is generated by shavees, volunteers, barbers, sponsors, organizers, staff, and board members.

OUR EVENT FACTS

The St. Baldrick's Foundation head shaving event at Rí Rá Irish Pub has been organized by American Haircuts. Since 2010 1930 men and women shaved their heads and raised \$1,169,621 for the St. Baldrick's Foundation. This year, we hope to have 300 shavees to raise over \$150,000. Official barbers for the event will be staff members of American Haircuts, a local company with two locations in metro Atlanta. For more information about this event, please contact Dave Alexander at buzzcut@mac.com or visit www.stbaldricks.org/events/americanrira.