



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).*



FOR IMMEDIATE RELEASE

OVER 300 MEN AND WOMEN TO SHAVE HEADS BALD TO RAISE MONEY FOR CHILDHOOD CANCER RESEARCH AT RI RA IRISH PUB.

What would you look like bald?

Like a HERO to kids with cancer, says the St. Baldrick's Foundation.

Over 300 men and women are expected to shave their heads bald to show solidarity to children with cancer and to raise money for childhood cancer research on Thursday, March 15th, 2018 at 6:00 p.m. at Ri Ra Irish Pub, 1080 Peachtree Street (corner of 12th and Crescent) in Midtown Atlanta. Among these "shavees" will be several members of the community, the staffs at Ri Ra Irish Pub and American Haircuts, as well as members of the Georgia Tech fraternities.

Those shaving their heads will be enthusiastically cheered on by crowds of friends, family, doctors, nurses, children and others who have been touched by cancer to further awareness to the fact that pediatric cancer, the #1 disease killer of children, is terribly under-funded.

The St. Baldrick's Foundation raises money and awareness globally for childhood cancer research through volunteer-driven events that pair great fun with this worthy cause. At these events, participants shave their heads in front of cheering supporters to experience themselves one of the most stigmatizing public aspects of cancer- losing one's hair from chemotherapy treatment.

Who: St. Baldrick's Foundation shavees

When: Thursday, March 15th, 2018 at 6:00 p.m.

Where: Ri Ra Irish Pub, 1080 Peachtree Street, Atlanta, Georgia

How: To donate or participate: www.stbaldricks.org/events/americanira

About The St. Baldrick's Foundation

The St. Baldrick's Foundation makes grants to research institutions to find new cures for childhood cancer, and to find treatments to ensure a better quality of life for patients and survivors. The foundation funds research projects conducted by established pediatric cancer experts, as well as younger professionals who will be the experts of tomorrow. Funds also enable hundreds of local institutions to participate in national pediatric cancer clinical trials, offering the best available care for every child. Locally, the St. Baldrick's Foundation is a large source of funding for the fellowship program at the Children's Healthcare of Atlanta Aflac Cancer Center. Currently, the St. Baldrick's Foundation funds more in childhood cancer research grants than any organization except the U.S. Government.

About The Atlanta St. Baldrick's Event at Ri Ra Irish Pub

The St. Baldrick's Foundation head shaving event at Ri Ra Irish Pub has been organized by Ri Ra Irish Pub and 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/americanira.

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Contact:

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