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Cancer Center of the Rockies' First-Annual *Hair-Raiser* Event Raises Over 4,000 Inches of Hair to Provide Wigs for Cancer Patients

Stylists from 13 Northern Colorado Salons Gave Complementary Hair Cuts to Over 100 People and Collected Enough Hair for Nearly 90 Wigs

FORT COLLINS, Colo. – On April 19, 2009, Northern Colorado hair stylists and members of the community came together for the *Hair Raiser* Event a one-day "hair drive" put on by the Cancer Center of the Rockies, along with Citizen Printing and Hilton Garden Inn, that resulted in the collection of over 4,000 inches of hair that will help to create wigs for nearly 90 cancer patients.

The *Hair Raiser* Event took place from 1-5 p.m. on April 19, 2009 at the Hilton Garden Inn in Fort Collins. Over 100 hair donors attended the event and were pleased to be able to help cancer patients. Donors young and old told stories of their reasons for donating their hair, including an 8-year-old girl who had been growing out her hair to donate to cancer patients since she was 4 years old.

For collectively cutting 998 inches of hair, Tuana Hair Design won the "Hair Raiser of the Year" trophy, a traveling trophy awarded to the top salon in Northern Colorado. Mane Door Salon, cutting 832 inches, was the runner-up in total hair collection.

Several local businesses donated prizes that were awarded at the event, including a grand prize awarded to Patricia Schroettlin for dinner for two at Austin's, Enzo's or Moot House and a limo ride provided by TLC Limousines. Other prizes were provided by Core Power Yoga, Mountain View Pilates, The Pulse, Harmony Grill, Massage Envy, Texas Road House and Rose Nails. In addition, the first 50 client participants took home a beauty gift bag.

A recent article in the Journal of the American Cancer Society determined that nearly 60 percent of women undergoing cancer treatment regard hair loss as the single worst side effect of cancer treatment. For the many women who feel unattractive and less feminine because of hair loss resulting from chemotherapy, the Cancer Center of the Rockies created the *Hair Raiser* event so that these women could feel beautiful once again.

The idea for the *Hair Raiser* event came courtesy of Dr. Matthew Sorensen, a physician at the Cancer Center of the Rockies, who wanted to find a unique way that the people of Northern Colorado could help cancer patients. This idea is not only unique, but comes at an appropriate time with the down economy and lack of non-profit donations.

"We're very pleased with the success of the first-annual *Hair Raiser* event," said Linda O'Dea, marketing and event coordinator of Hair Raiser. "We attribute the success of the event to the combination of the generous hearts of our hair donors, the fact that anyone can donate hair even in bad economic times and all of our stylists who really wanted to do something to really make a difference for cancer patients. The great thing is that all of the donors got great new haircuts while helping to make a huge impact on the self-esteem and well-being for nearly 90 cancer patients."

For more information on the *Hair Raiser* event, please visit www.raisesomehair.com or email raisesomehair@alo.com.

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