

*Hair Raiser 2010*  
Cancer Center of the Rockies  
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## **The “Hair Raiser” Event 1-5 pm April 11 to Cut Hair for Cancer Patient Wigs**

***Goal is to “raise” 8,000 inches of hair; area stylists provide free hair cuts***

FORT COLLINS, COLO., Feb. 22, 2010 -- Sixteen-year-old Carly Sandell called her five wigs “lifesavers” after losing her long curly hair while battling cancer last year.

“Cancer made me feel like a boy,” the Rocky Mountain High School junior said about her bald head during treatment for Hodgkin’s Lymphoma. “When you’ve been told all your life you have great hair, and then it’s gone because of chemotherapy, it’s devastating. The wigs got me through high school while having cancer.”

Sandell is a strong believer in the power of wigs in providing confidence and comfort to cancer patients. Now 17 and in remission for eight months, she is an enthusiastic spokesperson for the 2<sup>nd</sup> Annual Hair Raiser, a one-day “hair drive” to help create much-needed wigs for cancer patients.

The 2010 Hair Raiser event will be held 1-5 pm April 11 at Rocky Mountain High School in Fort Collins. During last year’s inaugural hair drive, participants donated more than 4,000 inches – enough to make 93 wigs. This year, organizers expect to increase the amount of hair donated to more than 8,000 inches .

“Donors need to have ponytails at least eight inches long,” said Linda O’Dea, marketing and event organizer. “If you can donate your hair, it’s an easy and direct way to help patients undergoing chemotherapy feel whole and beautiful again. Roughly nine ponytails go into making one wig, so the more ponytails cut at the Hair Raiser, the more women who will benefit.”

Sandell, whose hair is now about three inches long, isn’t the only female cancer patient to feel less feminine with cancer’s side effects. A 2009 article in the Journal of the American Cancer Society found nearly 60 percent of women undergoing cancer treatment regard hair loss as the single worst side effect from cancer treatment.

The Hair Raiser is sponsored by Cancer Center of the Rockies in Fort Collins. Dr. Matthew Sorensen, an oncologist at the Center, developed the idea for the event last year. He wanted to create an innovative and inexpensive way for Northern Colorado residents and businesses to help cancer patients.

For the 2010 event, Sorensen and the Cancer Center of the Rockies have teamed with Poudre School District. Schools throughout the district have pledged to support the event by encouraging students to serve as event volunteers or by donating hair April 11.

Last year, a second-grade girl participated who had been growing out her hair to donate to cancer patients since she was 4 years old.

“This is a tremendous way for students to volunteer their time to make a direct impact on the lives of cancer patients,” said Jerry Wilson, district superintendent. “When Carly and other event organizers presented the idea to me, I immediately expressed my strong support for this important community event.”

Stylists from around Northern Colorado will cut hair to be donated for wigs, all at no charge. Any salon can bring hair to the event if a client can't come to Rocky Mountain High School on April 11.

The salon that collectively cuts the most inches will win the “Hair Raiser of the Year” trophy, a traveling trophy awarded to the top salon in Northern Colorado. Last year's winner was Tuana Hair Design in Fort Collins, which cut 998 inches of hair.

All client participants will receive complimentary before-and-after photos – printed on donated Hewlett-Packard printers – to mark their generous donations.

For more information about hair requirements or event details, visit [www.raisesomehair.com](http://www.raisesomehair.com) or call Cancer Center of the Rockies at 970-493-6337.

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