



FOR IMMEDIATE RELEASE

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Head Shaving Event Raises over \$75,000 for Kids Fighting Cancer

(RENO, NV) – Over 70 people put their green beer aside and celebrated St. Patrick's Day by shaving their heads for children with cancer. The Keaton Raphael Memorial (KRM), "A Beacon of Hope for Children with Cancer," was the local organizer for the St. Baldrick's head shaving event that raised over **\$75,000 and counting** for childhood cancer research. The event was a wonderful celebration where elementary students, police and fire departments, childhood cancer families, and the community shaved their heads in solidarity with children who have lost theirs battling cancer.

The Reno event held on March 23, 2007 at The Stadium Sports and Fitness Club raised over \$75,000 where 73 heads were shaved.

Since 2006, The Reno Chapter of KRM has raised over \$160,000 at local St. Baldrick's celebrations and shorn 130 heads!

Since 2003, KRM has raised nearly \$846,000 at St. Baldrick's celebrations in northern NV and northern CA combined. KRM hosts the 3rd largest St. Baldrick's celebration in the nation.

It is still possible to donate to the events: The community is urged to go online to www.StBaldricks.org – and choose the Reno event to make a donation.

Our Sponsors

KRM would like to thank our "Premier Sponsor," JKB Paramount Homes for their generosity in supporting this event. Other event sponsors that we would like to thank include The Stadium Sports and Fitness Club, Metamorphosis Salon and Day Spa, Jimmy Johns, Jamba Juice, Raley's, Luva Bella Wine Gallery, Panattoni and Wing Stop.

A Heart Felt Thank You

KRM would like to offer a special thank you to the 73 brave community members this year who shaved their heads in solidarity for our children battling cancer.

About St. Baldrick's Day

This worldwide campaign by The St. Baldrick's Foundation, honors children fighting childhood cancer and raises funds for much needed research. For the seventh consecutive year, St. Baldrick's Day Celebrations – a play-on-words with St. Patrick's Day – recruits volunteers to shave their heads in public in return for financial donations from friends, colleagues and family. So far in 2007, there are over 370 St. Baldrick's Celebrations world-wide that have raised over \$8.3 million! KRM has asked potential participants to honor those children who are fighting cancer by shaving their heads – potential participants have a choice, but children with cancer don't.

For more information contact local organizer:

The Keaton Raphael Memorial
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