



**FOR IMMEDIATE RELEASE**  
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**“Be Brave & Go Bald” for Local Kids Fighting Cancer**  
(Highly Visual Event: elementary students, police departments, childhood cancer parents & community shaving their heads for childhood cancer research)

**(ROSEVILLE/SACRAMENTO, CA)** – The Keaton Raphael Memorial (KRM), “A Beacon of Hope for Local Children with Cancer,” invites the community, schools, businesses, and anyone with hair to “Be Brave & Go Bald,” for kids fighting cancer and support one of the hosted St. Baldrick’s Day community celebrations.

**Sacramento: Friday, March 16, 2007, 5:00–8:00p.m at The UC Davis Cancer Center**  
**Roseville: Saturday, March 17, 2007, 4:00–8:00p.m. at The Roseville Sports Center**

**Shavees must Pre-Register online** at [www.StBaldricks.org](http://www.StBaldricks.org) – and choose a location then start collecting pledges. Bringing family and friends to help cheer on participants at the event is highly encouraged!

Those who “can’t part with their locks” can support a celebration by making a donation online, becoming a volunteer or donating raffle prizes. The celebrations promise lively “shenanigans” and are fun for the entire family!

**Become A Sponsor**

KRM has a call out for sponsors to help underwrite these popular events. KRM is offering several sponsorship levels which create an opportunity for wide sponsor visibility, as these events draw significant local attention. Businesses and philanthropists are asked to consider becoming a \$100 “Buzz-Off Sponsor,” \$500 “4 Leaf Clover Sponsor,” \$1000 “Lucky Charm Sponsor,” or \$5000 “Pot of Gold Sponsor” to show their support for childhood cancer research.

**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 – will recruit volunteers to shave their heads in public in return for financial donations from friends, colleagues and family. Currently, there are over 200 National St. Baldrick’s Celebrations scheduled world-wide. KRM asks 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.

Since 2003, KRM has raised nearly \$400,000 at local St. Baldrick’s celebrations and shorn 250 heads! KRM hosts the 3<sup>rd</sup> largest St. Baldrick’s celebration in the nation.

**For more information contact local organizer:**

The Keaton Raphael Memorial  
916 784-6786, Email: [Info@ChildCancer.org](mailto:Info@ChildCancer.org) , [www.ChildCancer.org/stbaldricks](http://www.ChildCancer.org/stbaldricks)

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