

THOUSANDS ACROSS THE NATION GOING BALD TO FIGHT CANCER ON 10/21.

Be Bold, Be Bald! fundraising event honors those who battle cancer, while raising money to help fight back.

For many cancer patients, going bald is not a choice. It is just one of the many challenges they face as they bravely fight the disease.



On October 21, thousands of people across the country will raise money for cancer by putting their vanity aside and wearing a bald cap to show solidarity with those who bravely fight cancer.

They will put on their bald caps and go about their day as usual – commuting on the bus, meeting with colleagues, stopping in the local coffee shop, or going to class – and get a small taste of what many cancer patients face. And friends, family and supporters will sponsor them for their bold move. (Bald caps and other fundraising items are sent to participants after they register.)

The event is [***Be Bold, Be Bald!***](#), a national fundraiser started by Boston advertising agency, [Small Army](#), after losing its co-founder to the disease. In less than 2 years, the event has raised more than \$250,000.

In its third year, [***Be Bold, Be Bald!***](#) now unites and supports more than 15 cancer charities, from The Jimmy Fund and LIVESTRONG to local charities such as Heaps of Hope, Pablove Foundation, No Stomach for Cancer, Michelle's Fund and Jonsson Cancer Center Foundation. Participants choose the charity they would like to support and grants are made accordingly. In 2010, due to generous donations and support, each of the participating cancer charities received more than 100% of the funds raised on their behalf.

Learn more at <http://beboldbebald.org>.

Contact:
Jeff Freedman, Founder and CEO
Small Army for a Cause
jfreedman@smallarmy.net
617-450-0000

A sampling of words and pictures from the community:

"Five years ago, after I was diagnosed with breast cancer, a course of treatment had been decided upon, and chemotherapy had just begun, I was so apprehensive about losing my hair. Being a teacher, I wondered how it would affect my students and didn't want to scare them. A couple of days later on the morning news, Heather Pick (a local newscaster with cancer) took off her wig on the air and revealed her bald head in all its glory. Thousands and thousands of people saw her bravery and that inspired me to not be afraid to be bald in public. It enabled me to talk about losing my hair with my students and friends and they in turn helped me through my treatments. I will be bold and bald this year in honor of Heather who lost her battle with cancer and for my friend Verna who is recently diagnosed."



"I was diagnosed with breast cancer in February 2011. When I started to lose my hair, I was very upset and cried every time I took out a handful. It was really hard for me... My daughter Melissa went out and shaved her head to make me feel better, and it really did. She too had had long hair down her back, but it helped me to at least stop crying about it. This event is a great idea and I will be going out without my bandana on that day. Thank you."

"On behalf of us bald chemo patients, THANK YOU.. You rock!!!"

"I have two heroes in my heart this year as I don the bald cap from the bottom of my desk drawer. My nephew is presently battling leukemia. At the age of 34, his life has been changed forever by an enemy none of us would have expected. His devotion to his children and the prayers of his parents and friends have been evidence enough to the power of HOPE. The battle rages, and HOPE WILL ring in the victory... My second hero was a computer genius and the husband of one of my dearest friends. I will stand out and be bold for these heroes and all others who must take on this fight! Being bald is such a minimal thing in the shadows of their bravery!!!"

