



Press Release

For Immediate Release

Contact Name: _____ Phone Number: _____

Local Group Efforts Benefit *Locks of Love*

Who: _____ What: _____

Where: _____ When: _____

Event Details: _____

This event will benefit *Locks of Love*, a public non-profit organization that provides vacuum fitted hairpieces to financially disadvantaged children suffering from long-term medical hair loss from any diagnosis. They meet a unique need for children by using donated human hair to create the highest quality hair prosthetics. Most of the children helped by *Locks of Love* have lost their hair due to a medical condition called alopecia areata, which has no known cause or cure. Others have suffered severe burns or injuries or endured radiation treatment to the brain stem or other dermatological conditions that result in permanent hair loss. The vacuum fit is designed for children who have experienced a total loss of scalp hair and does not require the use of tape or glue. The prostheses they provide help to restore self-esteem and confidence, enabling these children to face the world and their peers.

The organization, which began operation in 1998, provides the prostheses to children, ages 6-21, every 18 months for a total of up to 10 hairpieces. These hairpieces require between 6-10 ponytails and take approximately 4-6 months to manufacture. Thousands of bundles of donated hair arrive as a result of the national publicity that *Locks of Love* receives in newspapers, magazines, and television programs. It is estimated that children comprise over 80 percent of the donors, making this a charity where children have an opportunity to help children.

Donated hair is evaluated for its usefulness according to the following guidelines:

- It must be at least 10", clean and dry
- It must be bundled in a ponytail or a braid
- Bleached hair cannot be used.
- Hair that has been dyed or permed can be used.

Monetary donations to *Locks of Love* are tax deductible.

For more information, please email the Events Coordinator at volunteer@locksoflove.org