8th Annual

Hair Massacure®

The Buzz is at the Mall!

www.hairmassacure.com

In support of

Welcome to Hair Massacure!

Thank you for becoming a part of Hair Massacure. You're the heart, soul and hair behind this family-friendly event.

When Hair Massacure started in 2003, 48 people shaved their heads and raised $37,000. But thanks to increased awareness, the event has grown by leaps and bounds. In 2009, over 1,100 people, 24 schools and 470 volunteers participated and raised over $850,000!

Thanks to the passion of participants like you, Hair Massacure has raised over $3.6 million to help children affected by cancer. Funds raised from this event are split equally between Make-A-Wish® Northern Alberta and Pediatric Oncology at the Stollery Children's Hospital.

By shaving your hair, you're an advocate for children with cancer.

By pinking your hair, you're raising awareness in the community.

By donating your hair, you're assisting children undergoing cancer treatments.

By participating, you're giving hope to children and families affected by pediatric cancer.

Good luck in your fundraising efforts. Thank you for joining Hair Massacure and for making a difference in the lives of those touched by childhood cancer.

On behalf of the MacDonald Family and the Hair Massacure team — A hearfelt thank you for your support!

8th Annual Hair Massacure
Friday, February 12, 2010 from 9:00 a.m. to 9:00 p.m.
West Edmonton Mall Ice Palace (8882 170 Street)

REGISTER

There are two quick and easy steps to registering

1. **Go to www.hairmassacure.com to register as a participant**
   - On the Hair Massacure homepage, select 'Donate Today'
   - Then, at the top of the page select 'Register'

2. **Call 780-444-9467 to book your February 12th shaving time**
   - To avoid lengthy lineups, please call as early as possible to schedule a time to have your head shaved. Registration begins January 11, 2010.

Make-A-Wish® Northern Alberta
16007 - 118 Avenue, Edmonton, AB T5V 1C7

Phone: 780-444-9467
Website: www.hairmassacure.com
E-mail: questions@hairmassacure.com

PLEDGES

There are two ways to collect pledges

1. **In Person**
   - Please find pledge forms located within this booklet & begin collecting pledges.
   - When collecting pledge money, please have cheques payable to "**Hair Massacure**" and obtain complete addresses for those requesting a tax receipt.
   - Please roll any coins you have received.

2. **Online**
   - If someone wants to support you using a credit card, please have them pledge you online at www.hairmassacure.com (go to 'Donate Today' and select 'Pledge a Participant').
   - If someone has donated online, **do not write their name on your pledge sheet**. When your family & friends pledge online & specify who they are supporting, those pledges will be combined with the ones that you collect personally.

Important Information

- To reduce administrative costs, all money must be turned in prior to, or brought to registration at the day of the event.
- Please bring all of your pledge forms and money with you to the event along with the registration form & consent form if you are under 16 years of age.

Stay Safe and Save Time...

- For your safety and faster pledge processing, you can drop your donations off at pre-drop on February 10th from 3:00 p.m. to 9:00 p.m. at the Make-A-Wish® Northern Alberta office (16007 - 118 Avenue, Edmonton). *

* We strongly encourage schools to participate in the pre-drop to avoid registration delays at the event.

OUR PINK CAMPAIGN RUNS JANUARY 11 – FEBRUARY 10, 2010

Join the fun and help spread awareness of Hair Massacure by pinking your hair between January 11 and February 10!

PINKING

There are two ways to get your hair pinked (remember to use old towels and pillow cases while pink)

1. Salon Pinking

- There are several salons on board who are willing to pink participants at a reduced cost. A pinking fee of $15.00 will be required to cover a portion of their costs. Get pinked as a group of two or more for only $10.00 each. Other salons may be willing to participate as well so don't be afraid to ask them.
- We recommend dark hair is bleached prior to pinking or your hair will not absorb the colour. Participating salons will bleach your hair upon request for an additional $10.00 fee. Pre-bleaching at home will greatly reduce your pinking time and cost at the salon.
- Long hair will not be pinked because too much bleaching & colouring product is needed. Check with your salon about cutting long hair & confirm pricing.
- Please make an appointment with a participating salon prior to your pinking and be sure to confirm complete pricing with them. Stylists are donating their time and services so gratuities are accepted and appreciated.

2. At Home Pinking

- Retail pink hair colour and home bleach kits are a convenient & affordable option.
- As with salon pinking, we recommend that you bleach your hair prior to pinking or your hair will not absorb the colour.
- **Use extreme care when bleaching your child's hair at home.** Kids scalps are sensitive & require continual monitoring for redness or discomfort. Itchiness & tingling is common. Using Vaseline around the hairline, including the forehead will help protect the skin. It is better to lift less pigment and rinse early if your child is complaining of discomfort. The pink will still adhere, but won't be as vibrant. Adding 1-2 packages of SugarTwin to the bleach will remove the sensitivity.
- Pink hair colour will fade quickly with frequent shampooing, and will fade immediately with a trip to the pool. Using cool water will also help to maintain your pink hair colour longer.
- Dyeing your hair and not shaving will result in high prices for professional colour correction.

Special thanks to Paul Mitchell Systems for the generous supply of INK Works and thank you to all of the participating salons and stylists who pink and shear for our cause!

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Website: www.hairmassacure.com
E-mail: questions@hairmassacure.com

Make-A-Wish® Northern Alberta
16007 - 118 Avenue, Edmonton, AB T5V 1C7

GET PINKED – By appointment at these participating salons

EDMONTON

- **Evelyn Charles**
  All locations, 780-424-5666
- **Marvel College**
  10018 - 106 Street, 780-429-4407
- **Ponytails and Horseshoes**
  8408 - 109 Street, 780-433-9922
- **Shanti Hair**
  10407 - 83 Avenue, 780-433-4333
- **Shear Stattic**
  Locations vary, 780-238-8486

Morinville

- **GV's Hair and Body Studio**
  9514 - 100 Street, 780-939-5255

St. Albert

- **Best Little Hair House**
  71 Delege Cresent, 780-458-8010
- **Hair Graphics Ltd. (St. Albert)**
  8 Mission Avenue, 780-460-1446
- **LOXX (St. Albert)**
  20 Sir Winston Avenue, 780-460-0466
- **Raw Beaty (St. Albert)**
  #90, 200 St Albert Road, 780-418-4028
- **Ricci Hair Co. (St. Albert)**
  360 - 5 Giroux Road, 780-458-2026

* Please refer to the website in early January when more locations become available during our Pink Campaign.

MASS PINKING DAYS

- Our participating salons will be hosting Mass Pinking days. Please refer to our website (www.hairmassacure.com) for a listing of dates. This is a great opportunity to pink with a group at a reduced cost.
- Pinking on non-scheduled pinking days will result in elevated pricing. Pricing will vary according to salons.

"KALI PINK" HAIR COLOUR – Produced and donated in-part by Manic Panic

Back by popular demand and available for your convenience!
Please see website (**www.hairmassacure.com**) for a list of locations starting mid January; including Morinville Sobeys and St. Albert Sobeys.

School orders for Kali Pink are available upon request. Kali pink hair extensions are great for those who wish to fundraise & support the cause.

- Kali Pink hair colour $12.99
- Kali Pink hair extensions $ 9.99
- Bleaching kit $12.99

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HAIR DONATION

If you would like to donate your hair to be made into a wig, here is what you need to know:

- A minimum of 10 inches is required for wigs. Hair must be clean, dry and untreated.
- Hair donation stations will be set up at the event so you can donate there. The stations will collect your hair, and send it to Alfred's Hair.
- If you would like to donate your hair & pink it too, please cut it and put it in a baggie labeled with your name & phone number and send it to Alfred's Hair (www.alfredshair.com). Then go ahead and colour it.

MASSACURE MERCHANDISE

Merchandise will be available for group orders the first week of January until February 19, 2010.
Merchandise will also be available for sale on site at the Hair Massacure.

The following items will be available this year for purchase:

- Pink T-shirts
- Long Sleeve T-shirts
- Zip Hoodies
- Sweat Pants
- Sling Bags (great for school or work)
- Stainless Steel Water Bottles
- Dog Tags
- Kali Pink Hair Colour
- Kali Pink Hair Extensions

More information on merchandise is available at www.hairmassacure.com.

PLEDGE INCENTIVES

	Kali Bear*	Baseball Cap**	Toque***	Heart Shaped Dilly Bar****
$700 and more	X	X	X	X
$500 - $699	X	X		X
$250 - $499		X		X
All participants				X

* Custom made "Kali Bear" designed by Kali and produced by Gund
** Baseball caps are compliments of Unicon Concrete
*** Toques with "Proud Victim" in embroidery, are kindly supplied by Unicon Concrete
**** Heart Shaped Dilly Bars will be served to all participants, compliments of Dairy Queen St. Albert
For those who shave, there is an option of a toque instead of a baseball cap

No shaved head will go uncovered!

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Hair Massacure Pledge Package Checklist

- Please ensure all funds are collected and balanced for pledges included in this package.
- Please roll all coins.
- Please provide as many email addresses as possible on your paper pledges to facilitate electronic receipting.

This is to help you balance your donations. The balance sheet is located on the back of your envelope.

☐ **One** Fill out information on top of balance sheet (participant name, etc.)

☐ **Two** Check that all names and addresses on pledge sheets are complete and legible (tax receipts will not be issued for illegible information)

☐ **Three** Count the number of used pledge forms in the package, record on balance sheet

☐ **Four** Total pledge amounts on each individual pledge sheet and write that amount on bottom of each sheet, record each total on balance sheet (not counting money at this point)

☐ **Five** Add up the pledge amounts from each pledge sheet (step four) and record total on balance sheet **Line A**

☐ **Six** Count the number of cheques received, record on balance sheet

☐ **Seven** Add up the dollar amount of cheques received, record on balance sheet **Line B**

☐ **Eight** Count and add all cash received and record on balance sheet **Line C** we have included a section for you to itemize the cash you have received (number of $20's, number of $10's, etc.) to make it easier to add up the total of cash received

☐ **Nine** Add the amount of online donations received, record on balance sheet **Line D**

☐ **Ten** Add the totals of **Line B** (cheques), **Line C** (cash) and **Line D** (online donations); record total on **Line E** (B+C+D=E). This is the total amount of donations you have collected from your sponsors.

☐ **Eleven** Add **Line A** (total pledge amount) and **Line D** (online donations), and subtract **Line E** (total collected) (A+D-E=F)

NOTE: If you get a number other than ZERO here (**Line F**) that means that one or more of your donors have yet to pay you the amount they have sponsored you for. Please check each of your pledge sheets to determine who still owes you money and collect it before the event, if possible, or make note of it on the bottom of your balance sheet. Include the full name of the sponsor and amount they owe.

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Hair Massacure®

ICE PALACE WEST EDMONTON MALL

Friday, February 12, 2010

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In order to avoid lengthy line ups, we thank you for having all forms and pledge packages completed, balanced and legible.

- Tax receipts issued for donations of $25 or more.
- Cheques payable to: Hair Massacure.
- Please print clearly and complete all fields.
- Incomplete and illegible fields will not be receipted.

Participant Phone Number:_____

City	Postal Code	Email	Pledge Amount	Payment Type (circle one)	(✓) receipt	(✓) paid
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Remember to bring the following to the event:

- Pledge forms & sponsorship money
- Registration form & parental consent form
- Hair donation (if applicable)

Funds raised can be turned in prior to the event by calling 780-444-9467

Wear your pink proudly and put it to work!

On behalf of the MacDonald Family and the Hair Massacure team

— A hearfelt thank you for your support!

HAIR MASSACURE

"Xerox" wholeheartedly supports the St. Valentine's Day Hair Massacure® 2010
Willingness to lend a hand is the hallmark of truly great people like you.
Whether in the office or the larger community,
Xerox is proud to stand behind this worthy event.

xerox