



153 McFarland Student Union
Kutztown University
Kutztown, PA 19530
www.kutztownkappasigma.org

PRESS RELEASE

Contact: Michael Mazza
Phone: (484) 707-7238
Email: mmazz958@live.kutztown.edu

FOR IMMEDIATE RELEASE

KAPPA SIGMA'S SHAVE TO SAVE

RAISING MONEY FOR THE AMERICAN CANCER SOCIETY, ONE HAIRCUT AT A TIME

KUTZTOWN, PA, April 22nd, 2010 -- Kappa Sigma Fraternity at Kutztown University is hosting its 4th annual *Shave to Save* event on Thursday, April 22, 2010 at Kutztown University. Each Spring, brothers of Kappa Sigma host this event to benefit the American Cancer Society.

With the help of professional barbers and hair stylists, brothers of Kappa Sigma shave or cut the hair of participating students, faculty, and community members to acknowledge the struggle of cancer patients. All proceeds received from haircuts and the purchase of charitable items will be donated to The American Cancer Society for continued research and patient care. Through this event, Kappa Sigma also hopes to increase the awareness of the devastating effects that cancer has on its victims and their families. After a successful first three years, Kappa Sigma is proud to tell you that *Shave to Save* has proudly donated over **\$27,000 to the American Cancer Society!**

There are many ways to donate, such as getting your head shaved, or you can get a haircut from our professional barbers and hair stylists from local volunteering businesses. You may also contribute by purchasing a *Shave to Save* t-shirt, tickets for a chance at the silent auction prizes;

purchase a *Shave to Save* ribbon, or just give a general donation. Kappa Sigma reminds everyone that you *do not* have to cut any hair to participate! 100% of all proceeds made are given to benefit the American Cancer Society.

The *Shave to Save* event will take place on Thursday, April 22nd, rain or shine, from 10:00am until dark. The event will be held on the Student Union Building lawn, where you will be able to include yourself in shaving, haircuts, silent auction, live bands, food, a dunk tank, prizes, Spuds fries, games, and much more.

**This year Kappa Sigma raises the bar in hopes to reach its goal of donating
\$8,000 to the American Cancer Society!**

If you would like more information about our event contact Michael Mazza (information above), and please visit <http://www.KUShaveToSave.org> to use the PRESS link, or follow the link from the Kappa Sigma website: <http://www.KutztownKappaSigma.org> .