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PRESS RELEASE

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FOR IMMEDIATE RELEASE

KAPPA SIGMA RAISES OVER \$10,800 FOR THE AMERICAN CANCER SOCIETY

KUTZTOWN, PA, May 4, 2009 -- Kappa Sigma Fraternity at Kutztown University hosted its 3rd annual *Shave to Save* event on Thursday, April 23, 2009 at Kutztown University. The event went on to raise over \$10,800 for the American Cancer Society. While final totals are still being calculated, chairperson Kevin Fonash says the donation mark will be somewhere close to \$11,000, thus beating their \$8,000 goal. Last year, *Shave to Save* raised close to \$10,000, putting a 3-year total to over \$27,000 for the American Cancer Society,

Shave to Save, a charity event developed in-house by the Kutztown chapter of Kappa Sigma, revolves around professional hair stylists who 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 are 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.

Shave to Save took place on Thursday, April 23, from 10:00am to midnight in conjunction with a 24-hour Kutztown University Relay for Life. The event was held on the Student Union Building lawn. Activities included haircuts, silent auction gift baskets, a DJ, food, a dunk tank, giveaways, Spuds fries, free Red Bull and Monster energy drinks, Apex gear, games, and much more. Josee Vachon, wife of Kutztown University President Dr. F. Javier Cevallos, spoke of her personal experience of surviving the fight with cancer. A candle lighting ceremony as part of the Relay for Life, live bands, and games continued throughout the night.

More information: <http://www.KUShaveToSave.org>