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FOR IMMEDIATE RELEASE

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Cal Poly Students Organize Jan. 27 Pony Tail Drive to Benefit Cancer Society

SAN LUIS OBISPO – Cal Poly’s Student Community Services office will host a Pony Tail Drive from 9 a.m. to 3 p.m. Tuesday, Jan. 27, in the University Union Plaza to benefit the American Cancer Society.

People with eight inches or more of hair they are willing to cut off can get a free cut and style at the event. The donated hair will be used to make wigs for cancer patients suffering hair loss from their treatments.

Stylists from Bluebird Salon in San Luis Obispo will provide cuts and styles.

The drive gives students, faculty, staff and members of the community the chance to help brighten the lives of people fighting or recovering from cancer, said student organizer Alicia Ginsberg.

“By giving your support and donating your hair, you can help us provide a large number of wigs,” Ginsberg said. “The gift of a wig can help a cancer patient begin to regain their confidence and self-expression.”

Organizers hope to collect 40 ponytails to donate to the American Cancer Society and raise awareness and monetary donations for continued cancer research.

Haircuts will take place on the hour beginning at 9 a.m. Pictures will be taken of donors, and there will be a raffle. Volunteers are needed to set up in the morning, sell raffle tickets and check in, direct and take pictures of donors.

The Ponytail Drive is being organized through the Pantene Beautiful Lengths Program. For more on that program, go to: www.beautifullengths.com/en_US/index_home.jsp.

This is the first Ponytail Drive to be held at Cal Poly. Organizers hope to see it become an annual event.

For more on Cal Poly’s Ponytail Drive and the Student Community Services office, log on to <http://studentlife.calpoly.edu/scs/>, call 805-756-5834 or send e-mail to seniorservices@gmail.com.

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