

Take it ALL off at the Mall!



www.hairmassacure.com

Friday, February 3, 2012

In support of





Welcome to Hair Massacure®!

We are pleased you have chosen to celebrate our 10th anniversary year with us. 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 2011, more than 1740 people, 23 schools, and 400 volunteers worked together and raised more than \$1,050,000!

Thanks to the passion of participants like you, Hair Massacure has raised more than \$4.7 million to help children affected by life-threatening illnesses. Funds raised from this event are split between Make-A-Wish® Northern Alberta and the Stollery Children's Hospital's Pediatric Oncology, with a percentage to Ronald McDonald House.

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 life-threatening illnesses.

Good luck in your fundraising efforts. Thank you for joining Hair Massacure and for making a difference.

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

10th Annual Hair Massacure Friday, February 3, 2012 from 9 a.m. to 9 p.m. West Edmonton Mall Ice Palace (8882 - 170 Street)

STEP 1 – REGISTER

1. Go to www.hairmassacure.com to register online. This allows you to collect credit card pledges.
2. Fill out the information on the Participant Registration envelope to collect cash and cheque pledges.
3. Hair Massacure kindly requests \$100 minimum in pledges to maintain our million dollar goal.



Step 2 – Go Pink!

OUR PINK CAMPAIGN RUNS JANUARY 10 – FEBRUARY 3, 2012

Join the fun and help spread awareness of Hair Massacure by pinking your hair between January 10 and February 3!

Remember to use old towels and old or dark pillowcases while you have pink hair. The colour sometimes runs when you exercise or swim, so be aware of light-coloured clothing and consider using a swim cap.

(Option 1 – at a Salon)

- Check the website for an updated list of salons and their pinking days.
- Participating salons have kindly agreed to pink at a greatly reduced prices, which does not cover their cost despite the donation of Paul Mitchel Pink. Stylists are donating their time, so please consider offering a gratuity. It will be appreciated.

Pinking \$15.00

Bleaching and Pinking \$25.00

- If you're going to shave together, why not pink together? Save money by booking with friends. Please call ahead to confirm prices and appointment times. Don't be afraid to ask a salon not on the list, as many will be willing to participate.
- Dark hair should be bleached prior to pinking, because the hair will absorb the colour better and be more vibrant. If you choose to bleach at home, you will reduce both your cost and your time at the salon. Please refer to our bleaching hints on the next page.
- If you have long hair, consider this:
You could donate it for wigs – but that means no pink! It is a very thoughtful gesture. Read the Hair Donation section near the end of this package for details.
- Do to the cost and time, long hair will not be bleached or pinked. If you really want it to be pink, confirm what their price is or do it at home – or consider a shorter cut for your pink hair. Pink streaks are an alternative at the same price.

Thanks to our participating salons:

EDMONTON

- **Marvel College**
10018 - 106 Street, 780-497-3156
- **Ponytails and Horseshoes**
8408 - 109 Street, 780-433-9922
- **mudHoney Salon**
10838 - 124 Street, 780-758-6155
- **The Mensroom Hair Salon**
17292 Stony Plain Road, 780-484-6849
- **Detailz Salon**
13708 Castle Downs Road, 780-457-9292
- **Shear Stattic**
Locations vary, 780-238-8486

ST. ALBERT

- **Loxx**
20 Sir Winston Churchill Avenue, 780-460-0466
- **Chatters Salon**
#510, 700 St. Albert Road, 780-860-7517
- **Ragged Edge**
#106 - 205 Carnegie Drive, 780-460-1916
- **Ricci**
#360-5 Giroux Road, 780-458-2026
- **Hair Graphics**
8 Mission Avenue, 780-460-1446
- **Best Little Hair House (Independent)**
71 Delege Crescent, 780-458-8010

See next page for more locations -->



Step 2 – Go Pink!

Salons (continued):

SPRUCE GROVE

- **Salon Montage**
#110 - 8 McLeod Avenue, 780-960-9282

FORT SASKATCHEWAN

- **Retreat Salon & Spa**
9902 - 93 Street, 780-998-0922

MORINVILLE

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

SHERWOOD PARK

- **Headquarters Salon**
10 Main Boulevard, 780-464-4247

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!

(Option 2 – at home)

“KALI PINK®” HAIR COLOUR – Produced and donated in-part by Manic Panic®

Back by popular demand and available for your convenience!

We ask that you wait until January 13 -- the kickoff to our Pink Campaign.

Please see website (www.hairmassacure.com) for Kali Pink locations starting in January.

School orders for Kali Pink are available upon request. Kali Pink hair extensions are great for those who wish to fundraise and support the cause, but don't want to pink their hair.

- Kali Pink hair colour \$13.99
- Kali Pink hair extensions \$ 9.99
- Bleaching kit \$13.99
- Retail pink hair colour and home bleach kits are a convenient and affordable option.
- As with salon pinking, we recommend that you bleach dark hair prior to pinking or your hair will not absorb the colour. Even with light hair, bleaching will intensify the pink. The people you see with super-bright pink hair have most likely bleached.
- **Use extreme care when bleaching your child's hair at home.** Kids' scalps are sensitive and require continual monitoring for redness or discomfort. Itchiness and 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.
TIP: Adding 1-2 packages of SugarTwin to the bleach will reduce the sensitivity.
- Pink hair colour will fade quickly with frequent shampooing, and may fade significantly with trips to the pool. Using luke warm water and colour shampoo will help to maintain your pink hair colour longer.
- If you pink, but not to shave, expect your hair to fade. Depending your fading process, you may require a colour correction through home bleach and/or colour kits or correction in-salon. Most streaks will fade out naturally. Neither Hair Massacure nor participating salons assume responsibility.

To make an appointment
to shave or donate hair
call 780-444-9467

General Inquiries Phone: 780-729-4247
Website: www.hairmassacure.com
E-mail: questions@hairmassacure.com



STEP 3 – COLLECT PLEDGES

There are two ways to collect pledges (and yes, you are encouraged to do BOTH)

In Person (cash and cheques)

- Pledge forms are located within this package. Extra forms can be downloaded at www.hairmassacure.com or you can photocopy the ones you have. Use pledge forms to record all cash and cheque donations. Note that including an email address will allow us to reduce our administrative costs – donors will receive their tax receipt by email, saving the cost of paper, printing, envelopes, and postage.
- 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.
- **Printing must be legible to receive a tax receipt.**

Online (credit cards)

- Credit card donations are accepted online at www.hairmassacure.com.
- When a donation is made online, do NOT write it on your pledge form. Your donors will choose your fundraising page, and their donations will be included in your thermometer.
- Both online and offline donations will be combined to determine your total fundraising.



STEP 4 – BOOK YOUR SHAVE OR HAIR DONATION TIME

Did you know that Hair Massacure helps 1700 eager participants in just 12 hours? Please call to book your shave or hair donation time in advance. We ask for your flexibility while we do everything we can to stay on schedule. Consider using our pre-drop service (details below) to reduce your wait time even more.

Call 780-444-9467 starting January 9 to book your time.

STEP 5 – TURN IN YOUR REGISTRATION PACKAGE AND PLEDGE MONEY

Preparing the package

The time you spend here can reduce the time you spend in line, and ensure that everyone who needs a tax receipt receives it.

- A - Fill in all information in section 1, including email address.
- B - Read and sign the Permission and Consent (section 2) for yourself or as a guardian of someone 16 or under.
- C - Total each pledge form and initial it. Ensure that donor information is complete and legible.
- D - Count the cash and cheques, and fill out the balance sheet on the back of the envelope (section 3). Ensure that the total on the balance sheet matches your total from the pledge sheets. If not, refer back to see if someone hasn't paid yet, or if a donation wasn't recorded. Initial under the Grand Total.

Turning in the money

At Pre-Drop (Wednesday, February 1, from 10 a.m. to 8 p.m at Make-A-Wish, 16007 118 Avenue, Edmonton)
While it might seem inconvenient to turn in your package in advance, here is why we encourage you to take advantage of the service:

- For your safety and convenience. Bringing everything in advance reduces the likelihood of money being lost in the crowds at the Mall. Less to carry means less to worry about.
- Pre-dropping allows you to use our Fast-Track table at the event, reducing your time in line.
- If there are inconsistencies with your package, you have the opportunity to collect from a donor who forgot to pay, or call to get information before the event.
- Schools and Teams need to choose a representative to bring all packages to the Pre-Drop. Group packages take time and will result in lengthy line-ups at the Mall, with anxious kids and parents.



STEP 5 – TURN IN YOUR REGISTRATION PACKAGE AND PLEDGE MONEY

At the Event

Please be advised the length of time in line will vary throughout the day, but please know that the volunteers are doing everything they can to process pledge packages quickly and accurately. If you have made an appointment to shave or donate your hair, but have not used our Pre-Drop service, please be sure to allow a **minimum** of 30 minutes to make it through the Registration process.

Post-Drop (Thursday, February 9, from 10 a.m. to 8 p.m. at Make-A-Wish, 16007 118 Avenue, Edmonton)
For those who are unable to attend the Mall shave, please participate in our post drop.

HAIR DONATION

Hair Massacure is pleased to accept hair donations for wigs.

- Hair needs to be a minimum of 10 inches – not braided. Clean, dry, and untreated (please do not pink the hair you intend to donate).
- Hair donation stations will be set up at the event. You will consult with a stylist to determine if you are shaving after your donation or if you have enough hair to leave with a shorter cut.
- If you choose to have your hair cut elsewhere, feel free to bring it to the event or to Alfred’s Hair (15012-107 Avenue, Edmonton) in a sealed baggie along with your name and contact information.
- If you wish to donate your hair but still want to show your support by pinking, consider these options:
 - Donate first at a salon, then pink your shorter cut
 - Wear a Kali Pink hair extension clip
 - Pink your bangs only – it’s a very bold statement

PARTICIPANT INCENTIVES

Fundraisers

Raising funds, but not experiencing hair loss.

Dollars raised	Heart Shaped Dilly Bar ¹	Hat ³	Kali Bear ²	Tumbler ³
\$1,000 or more	X	X	X	X
\$500 - \$999	X	X	X	
\$250 - \$499	X	X		
\$100 - \$249	X			

Proud Victims

Raising funds and sacrificing their hair by shaving or donating it.

Dollars raised	Heart Shaped Dilly Bar ¹	Choice of Toque or Hat ³	Kali Bear ²	Tumbler ³
\$1,000 or more	X	X	X	X
\$500 - \$999	X	X	X	
\$100 - \$499	X	X		

¹ Heart Shaped Dilly Bars custom made and donated by St. Albert Dairy Queen

² Custom made Kali Bear designed by Kali and produced by Gund

³ Toques, Hats, and Tumblers donated by Unicon Concrete

No shaved head will go uncovered!

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E-mail: questions@hairmassacure.com



MASSACURE MERCHANDISE

Wear your pink proudly! Purchase your own Hair Massacure merchandise at the Mall. If you're a school or team, you can make a group order in advance by calling Go LogoWear at 780-426-5646 ext. 229. All proceeds benefit Hair Massacure.

Top 10 ways to make the most of your Hair Massacure experience:

1. Challenge a teacher, a coach, or a co-worker. Be creative and your enthusiasm will be contagious.
2. Book your shave time in advance.
3. Attend our Pre-drop. Turning in your package in advance reduces the time you will stand in line at the Mall.
4. Place a dollar value on your sacrifice – and communicate that to your donors. How much is your hair worth to you? Make that your fundraising goal.
5. Ensure your donor information is clear and complete so their tax receipt can be issued.
6. Look for ways to bring fun into your experience. Try a Mohawk, pink shoelaces, or sell the opportunity to shave your head – to the highest donor. Don't forget to Tweet.
7. Remember to bring a camera to the Mall, and a friend to capture the moment for you.
8. If you have a great story, share it with us. We want to know what inspired you to participate, and you may find your story featured on our website. Email your story to questions@hairmassacure.com
9. Identify yourself as a Proud Victim, long after the event. Consider leaving "a heart on". Ask your shaver for details.
10. Don't be in a rush. Plan to stay and soak up the experience. This is so much more than a haircut – it's the 10th Anniversary Hair Massacure. Enjoy!

Our Chosen Charities:



Everything we do is for the kids. The Stollery Children's Hospital Foundation is pleased to be working with Hair Massacure and the community in raising funds that will be dedicated to pediatric oncology research programs that will pave the way to the discovery of new treatments or cures for childhood cancer.



Make-A-Wish Northern Alberta grants wishes to children with life threatening medical conditions to enrich the human experience with hope strength and joy. Granting a wish is a wonderful, powerful, and moving experience that marks a turning point in their fight against their illness. The realization of a wish come true has a profound affect - not only on the child - but on the child's entire family, the volunteers and all of the caring supporters who make the wish a reality.



Ronald McDonald House® Northern Alberta keeps families together during one of life's most stressful times...the illness of a child. We provide temporary, affordable accommodation for families whose children are being treated at one of Edmonton's medical facilities.

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E-mail: questions@hairmassacure.com

Remember to bring the following to the event:

- Pledge forms and sponsorship money (minimum \$100 please)
- Signed registration form
- Hair donation (if applicable)

Funds raised can be turned in prior to the event by calling 780-729-4247

Wear your pink proudly and put it to work!



On behalf of the MacDonald family and the Hair Massacure team

— A heartfelt thank you for your support!



Hair Massacure thanks Printworks for the donation of these pledge packages.

www.facebook.com/hairmassacure



@hairmassacure



Mailing Address: 16007 – 118 Ave, Edmonton AB T5V 1C7

