

The St. Baldrick's Foundation is a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives.

- Each year, 160,000 children are diagnosed with cancer worldwide.
- Cancer is the number one disease killer of children in the U.S. and Canada.
- Research saves lives.
- Since 2005, St. Baldrick's Foundation has provided \$56,935,153 in research grants.
- Kids can't fight cancer alone!

Here at Innsbrook, we can do our part to help support this cause. On Saturday, March 12<sup>th</sup> from 1:00 – 5:00 pm, the Courtyard at the Innsbrook Shoppes will be the site for Innsbrook's 2<sup>nd</sup> Annual St. Baldrick's Day event. In 2010, over \$30,000 was raised thanks to the generous efforts of 40 shavees and hundreds of donors. Event coordinator Kevin Smith has a goal this year of \$50,000.

Three of last year's most compelling shavees, Denise Katz, Leslie Quisenberry and Wendeline Haley, are also a driving force behind making the 2011 event a huge success. Of her experience Denise says, "I was amazed at how emotional I became. I had watched others throughout the years (shave their heads to benefit St. Baldrick's) and knew exactly what I was in for, however, once the shaving started, the emotions just kicked in. My husband, Steve, was there with two of our daughters and my youngest daughter (5) wanted to stay with me and sit in my lap. Having her there while they were shaving my head made me realize even more how blessed we are to have three beautiful, healthy children. It made me want to help even more and validated everything I was doing. Friends and associates from Markel were very supportive, both emotionally and monetarily. We had a great turnout and the donations were extremely generous. It actually helped others to make the decision to shave their heads in 2011."



Leslie Quisenberry described the experience as "immensely liberating." Initially she was planning on participating in the event by getting support from her colleagues at Fahrenheit Technology to donate to the cause. But on a whim she texted her husband, "How would you feel if I shaved my head to help support the St. Baldrick's Foundation?" When he immediately texted back, "**P R O U D !**," Leslie was all in. She even recruited long-time friend Wendeline Haley and together they wowed the crowd with their selfless act. Wendeline decided that "the only way I could really raise any money was to shave mine too! I read some of the stories on the St. Baldrick's website and they tore out my heart. I guess you could say it was kind of selfish of me to shave my head and donate my ponytail to Pantene's Lovely Lengths because it made

me feel better than I ever have in my 40 years. I have never felt so beautiful as the day they shaved my head and I held my ponytail in my hand knowing it was going to help make a wig for a child with cancer.”

To date, 18 shavees have registered for the Innsbrook event on Saturday, March 12<sup>th</sup>. If you're interested in shaving your head, please join the event on the St. Baldrick's Foundation website at: <http://www.stbaldricks.org/events/richmond>. If you'd like to volunteer in another capacity at the event, feel free to contact Kevin Smith at [vtkev02@gmail.com](mailto:vtkev02@gmail.com).

“It’s been wonderful to experience the inherent goodness in people – the compassion expressed by strangers,” said Leslie. To potential shavees, Denise says, “It’s ok to be nervous! Just do it!” “I will definitely do it again someday – I just want to grow my hair out long enough to donate again, “ says Wendeline.