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**SEVEN DUKE CHILDREN'S DOCS TO SHAVE THEIR HEADS
IN SUPPORT OF THEIR PEDIATRIC CANCER PATIENTS
AND ST. BALDRICK'S FOUNDATION**

WHO/WHY: Seven physicians from Duke Pediatric Hematology-Oncology will be joining 30 members of the Duke Men's Rugby team (led by head coach Jay Wisse) to shave their heads in solidarity with children who have cancer and typically lose their hair during treatment, while raising critical funds for childhood cancer research.

WHERE: McGovern-Davison Children's Health Center (glass building to the left of Duke Hospital main entrance)
2301 Erwin Road, Durham, NC

WHEN: Friday, March 19, 2010
4pm -6pm

EVENT WEB PAGE:

<http://www.stbaldricks.org/events/mypage/eventid/4196/eventyear/2010>

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For Immediate Release

Duke Children's Docs Join Duke Rugby as One Tough Team in the Fight Against Pediatric Cancer

(Durham, NC) - Seven physicians from the Pediatric Hematology-Oncology group at Duke Children's will be joining approximately 25 members of the Duke Men's Rugby team to shave their heads in solidarity with children who have cancer and typically lose their hair during treatment. The event, slated for Friday from 4 -6 pm in the McGovern-Davison Children's Health Center lobby, will raise critical funds for childhood cancer research through St. Baldrick's Foundation.

The Duke Rugby team regularly volunteers with Duke Children's patients, so shaving their heads in support of these brave youngsters was an easy decision. Duke Rugby Head Coach, Jay Wisse, recruited the Duke Children's physicians to his team. "These doctors are the front line soldiers in this battle. The courage of the kids and the dedication of the medical professionals at Duke are inspirations to our student-athletes. Having the doctors join our head shaving team is a great honor for us," said Wisse.

"St. Baldrick's Foundation has been a strong supporter of our research into the causes of and potential cures for pediatric cancers," says Dan Wechsler, MD, PhD, chief of the division of pediatric hematology-oncology at Duke Children's. "We're really looking forward to taking part in this event and raising critical dollars for kids with cancer while watching our hair fall to the ground."

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Duke Event for St. Baldricks con't

Duke Children's cancer patients will be on hand to help shave the heads of some of the participants—including one patient asking in advance to shave Dr. Wechsler's head.

The Duke Rugby head-shaving team has raised \$10,000 to date for this important cause making it the number one collegiate sports team in North Carolina in fundraising for St. Baldrick's Foundation.

About Duke Children's Hospital & Health Center:

Duke Children's Hospital & Health Center, located in Durham, N.C., is nationally ranked among the best in pediatric health care programs. Caring for children is our number one priority, from routine check-ups and immunizations to the treatment of life-threatening injuries and illnesses. At Duke Children's, we provide hope and the most advanced health care available. Offering innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families, Duke Children's cares for children from around the world. We are also a critical local resource - taking care of 60 percent of Durham's children with more than 70 percent of patients coming from central North Carolina. For more information please visit www.dukechildrens.org.

About The St. Baldrick's Foundation

The St. Baldrick's Foundation makes grants to research institutions to find new cures for childhood cancer, and to find treatments to ensure a better quality of life for patients and survivors. The Foundation funds research projects conducted by established pediatric cancer experts, as well as younger professionals who will be the experts of tomorrow. Funds also enable hundreds of local institutions to participate in national pediatric cancer clinical trials, offering the best available care for every child. The St. Baldrick's Foundation is grateful to its many volunteers (bald or not!), donors and sponsors, including Allied World, Barbicide, Dowling & Partners, elope and PartnerRe. For more information about St. Baldrick's, please call 1-888-899-BALD or visit www.StBaldricks.org.

About Duke Rugby

The Duke University Rugby Football Club has a long and proud history dating back to the early nineteen seventies when only a handful of American universities fielded rugby teams. Despite having one of the smallest student bodies from which to recruit, Duke boasts one of the top collegiate rugby teams in the region and will be a charter member of the new Atlantic Coast Rugby League when it begins next spring. For more information visit www.duke.edu/web/rugby.

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