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FOR IMMEDIATE RELEASE

Discounted hair cuts benefit local breast cancer patients

Cost Cutters Family Hair Salon will host its second annual "Hair Cuts for the Cause" event Sunday, October 12 at all Treasure Coast locations.

TREASURE COAST—Treasure Coast residents on a budget are about to get a lot better looking thanks to a "Hair Cuts for the Cause," a fundraising event sponsored by Cost Cutters Family Hair Salon.

The event will be held from 10 a.m. to 5 p.m. Sunday Oct. 12 at all four Treasure Coast Cost Cutters locations: Sebastian, Jensen Beach, Stuart and Palm City.

All afternoon men, women and children can get their hair trimmed, bobbed and clipped by seasoned stylists for just \$12. Not only will they walk out with a brand new 'do, but also with the knowledge that they helped an amazing cause.

Cost Cutters will donate all proceeds to the Pink Tie Friends, an all-volunteer, non -profit organization that provides financial support to under-insured/uninsured breast cancer patients on the Treasure Coast.

Shiloh Reynolds of Port St. Lucie is just one patient who has benefitted from the Pink Tie Friends. The 33-year-old single mother of two was just 29 when she was first diagnosed with breast cancer. She had no health insurance and Pink Tie Friends was able to pick up the treatment costs that Medicaid wouldn't cover.

They took away the weight and worry of wondering if I would be able to get medical treatment if I needed it, she said.

After undergoing a double mastectomy and three rounds of chemotherapy, Reynolds was declared cancer free. But this past April, at age 32, she found that the cancer had returned, this time to her chest wall and the outside of her lung. She underwent treatment, and a recent scan revealed she was cancer free. However she will be on medication for the rest of her life.

Reynolds credits her faith in God, her doctors and the support of the Pink Tie Friends for getting her through the harrowing ordeal. Her 7-year-old daughter, Brionna has already reserved a slot for a haircut on Oct. 12.

100% of money raised will help local breast cancer patients. That's the main reason Tasha

Chen, owner of Cost Cutters, got involved.

"These people are our neighbors, our friends and, in some cases, our customers," she said.

Appointments are recommended, but not required to take part in the event. Participants just need to call one of the locations and RSVP. This year's cut-a-thon features a competitive twist. Businesses can challenge one another to a "cut-off," and the teams that recruit the most participants will be awarded a certificate detailing their victory.

Last year's event raised more than \$3,500. Chen aims to double that on Oct. 12.

"Bring the kids, friends and family members and come out for a \$12 haircut to help fight breast cancer right here on the Treasure Coast," Chen said. "It's a great price to get a good service and give back to those in need."

Cut off locations:

3960 NW Federal Highway, Jensen Beach, 772-692-0965
4229 SE Federal Highway, Stuart, 772-403-2215
2939 SW High Meadow Ave., Palm City, 772-223-0306
1451 Sebastian Blvd., Ste. 120, Sebastian, 772-228-9388

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