

All are 'dared' to join Pink Hair Dare for Wellspring

Wellspring Chinguacousy has announced the official launch of the second annual Show You Care, Take the Pink Hair Dare campaign, taking place during Caledon Day celebrations this Saturday (June 15) in Caledon East.

The Pink Hair Dare is a challenge to everyone. Both men and women, the young and young at heart, school children and teachers, are all dared to have a temporary pink hair extension added to their natural hair. They can wear it with pride, throughout October, in support of anyone fighting cancer.

Hair salons in Caledon, Brampton and Mississauga, as well as corporate partners, community groups and schools will all be supporting the Pink Hair Dare by promoting and fitting pink hair extensions during regular salon appointments and at special events hosted onsite.

'The campaign has two purposes,' explained Campaign Chair Gayle Wilding. 'The first is to raise funds for cancer support programs here in our community, and the second is to give people an opportunity to honor a family member, friend, or anyone they know who has suffered from cancer.'

The launch is taking place in June to help draw attention to the October month-long campaign and will feature Caledon Mayor Marolyn Morrison and Councilor Patti Foley, along with a group of committed friends, having their hair extensions installed at the Pink Hair Dare booth, between 2:30 and 3 p.m. this Saturday at Caledon Day. Interested visitors are also encouraged that day to have their own extension installed for a minimum \$20 gift and/or to pick up a pledge form and start collecting towards their own personal fundraising goal. Last year, the inaugural year of this unique fundraiser raised more than \$80,000 and the goal is to double that in 2013.

During October, participants can have their hair installed at any participating salons and turn in their pledges during a special event to take place at Wellspring Chinguacousy. Featured events will also take place throughout the month in a variety of public venues, including Bramalea City Centre.

Wellspring Chinguacousy provides more than 20 cancer support programs, free of charge, at the Brampton centre, at 5 Inspiration Way (Torbram Road and Father Tobin Road). These programs help cancer patients and their families deal with the emotional, physiological, spiritual and financial challenges that a cancer diagnosis often brings. Since opening its doors in April, 2008, Wellspring Chinguacousy has received more than 25,000 visits.

More information about Wellspring programs is available at www.wellspringching.ca