

MEDIA RELEASE

March 20 2009

Danny Watson to part with his pony tail for charity

WHAT: Talkback host Danny Watson to shave for leukaemia
WHEN: March 27, 2009, 2-3pm
WHERE: Radio Network, 54 Cook Street, Auckland City
WHY: To support one of 10,000 New Zealanders living with a blood cancer

Newstalk ZB host Danny Watson has spent the last 13-years growing his hair.

But [next Friday] he will say goodbye to the pony tail when he cuts his hair to help raise money and awareness for the Leukaemia & Blood Foundation's Shave 09 campaign.

Danny has set a fundraising target of \$13,000 for the shave. That's \$1000 for every year he's avoided the chop.

The campaign, run by the Leukaemia & Blood Foundation, is aiming to get 10,000 people to shave their heads to help raise funds for its work. Danny hopes his participation will motivate New Zealanders to reach this target.

The talkback host made his broadcasting break on the children's television programme 'Spot On' 1974. He served in the army's Territorial Force where he was no stranger to a short back and sides and has also run a Karate club.

"For me, shaving is a simple but bold way of raising funds for the 10,000 New Zealanders currently living with leukaemia or other blood conditions.

"And I'm sure my boss at Newstalk ZB will get some kicks out of watching – he's been giving me slack about the ponytail for years," says Danny.

To sponsor Danny and help him reach his target of \$13,000, visit www.shaveforacure.co.nz, search for 'Danny Watson' and just click 'sponsor/donate'. Or link directly to his page from www.newstalkzb.co.nz.

All funds raised by Danny will go towards funding three key components of the Leukaemia & Blood Foundation's work – patient support (which costs more than \$1,000 a day to provide), awareness and research.

Visit www.shaveforacure.co.nz to find out more or to register your interest in being part of Shave 09.

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Note to editors:

Media are invited to attend the event and there are photo opportunities of the head shaving. To register your interest, please email Desiree Graesslin – desiree@wrightcommunications.co.nz.

For further information please contact:

Nikki Wright
Managing Director
Wright Communications
Phone: 09 366 2450
Mobile: 021 662 372
Email: Nikki@wrightcommunications.co.nz