

MEDIA DIARY NOTE
March 25 2009

Danny Watson lops off his pony tail for charity

WHAT: Talkback host Danny Watson cuts his hair for Shave09
WHEN: Friday March 27, 2009, 2-3pm
WHERE: Radio Network, 54 Cook Street, Auckland City
WHY: To support New Zealanders living with a blood cancer

Newstalk ZB host Danny Watson will say goodbye to the pony tail he's had for 13-years on Friday – a bold move to help raise money for the Leukaemia & Blood Foundation.

This event can be witnessed at the Newstalk ZB studios On Cook St, Auckland. Media are invited to attend the hair-cutting by Rodney Wayne stylist at 2pm.

Danny Watson is lending his support to the Shave 09 campaign, run by the Leukaemia & Blood Foundation, which is aiming to get 10,000 people to shave their heads to help raise funds for its work.

The talk show host hopes his participation will encourage New Zealanders to dig deep for the cause.

"The Leukaemia & Blood Foundation is a great charity to support and to think it all started with a challenge that was laid down to me in the studio.

"It's a bit nerve wrecking but there's no backing out now; plus my peers give me a lot of slack about the mop so it's humbling to know that many families throughout New Zealand will benefit from my overdue haircut," says Watson.

So far Danny has been pledged \$5878 for his haircut. He hopes to reach his target of \$13,000 by Friday afternoon – that's \$1000 for every year he has avoided the chop.

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.

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Where will the funds go?

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.

More information about Shave 09 can be found on www.shaveforacure.co.nz.



To register your interest, or for further information please contact:

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