

## **NEWS RELEASE**

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### **Danny Watson has hair-raising record fundraiser**

Newstalk ZB host Danny Watson raised over \$20,000 in a one week whirlwind fundraiser for the Leukaemia & Blood Foundation's (LBF) Shave 09 campaign. Danny's fundraiser makes him the 2009 record holder for individual fundraisers for the LBF.

The talkback host who had set a challenging \$13,000 fundraising target – that's \$1,000 for each year he had spent growing his hair – exceeded expectations when long time listeners kept the phones ringing and demonstrated tremendous support by giving generously to his fundraiser.

He said goodbye to his ponytail in the studio when Rodney Wayne stylist Matt chopped off his ponytail and shaved his long hair – but not before styling a Mohawk for the crammed studio audience and listeners.

During the week Watson offered giveaways to listeners; "we want people to keep this going over the weekend and well into next week," says Danny.

The incredible interest in the shave event crashed the Newstalk ZB website due to the volume of listeners logging in to view the live webcam.

When celebrity salon owner Rodney Wayne appeared in studio to present the LBF with a \$2,000 check, long time LBF supporter the Mad Butcher phoned and pledged to top up the total to get Danny to \$20,000. The Mad Butcher said that he was doing it both for Danny and "there's no question that we love the Foundation."

A Rodney Wayne employee in the Sylvia Park salon heard Danny on the radio talking about the Foundation which prompted Rodney Wayne's involvement.

The campaign, run by the LBF is aiming to get 10,000 people to shave their heads to help raise funds for its work.

Danny hopes his participation will motivate other New Zealanders to get involved in the helping the Foundation and reminded his listeners that he's not the only one participating.

"In terms of people doing this, I'm not the only one - we've got people all over the country; we've had some mums of school kids ringing up raising \$300 or \$500," says Danny.

Pru Etcheverry, the LBF executive director joined Danny in the studio to personally thank the talkback host for his generous donation and week long fundraiser.

Etcheverry said that the amount raised was amazing. Shave is the LBF's main source of income and it was fabulous to have Danny's support behind it; "the generosity is immense."

The Leukaemia & Blood Foundation is raising funds for the 10,000 New Zealanders currently living with leukaemia or other blood conditions.

To continue to support Danny visit [www.shaveforacure.co.nz](http://www.shaveforacure.co.nz), search for 'Danny Watson' and just click 'sponsor/donate'. Or link directly to his page from [www.newstalkzb.co.nz](http://www.newstalkzb.co.nz).

Visit [www.shaveforacure.co.nz](http://www.shaveforacure.co.nz) to find out more or to register your interest in being part of Shave 09.

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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, advocacy and research.

More information about Shave 09 can be found on [www.shaveforacure.co.nz](http://www.shaveforacure.co.nz).

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

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