

DO YOU DARE TO CUT YOUR HAIR AND HELP A CHILD FIGHT? HELP FHI HEAT MAKE GOLD THE NEW PINK!



Cancer remains the number one disease-related cause of childhood death. Each year, over 160,000 children are diagnosed and approximately 25% will not survive. This fall, FHI Heat, known for its Limited Edition irons will launch its Special Edition Childhood Cancer Awareness flat iron to raise funds for research and family support. The world-renowned company also teamed up with SoCal's Q104.7's DJ Crisco Kidd to host his third Hair-Drive. "Kids deserve to feel normal but many can't afford wigs, so our goal is to donate hair to an organization that doesn't charge the families and to donate as much money possible to childhood cancer research!

It's time to make gold the new pink because every child deserves to have a childhood!" President Shauky Gulamani

Inspired by an episode on Oprah, DJ Crisco Kidd pledged to grow his own hair to donate it exclusively to children with cancer and in 2004; he hosted his first hair drive. The prominent deejay never imagined cancer would affect him personally. The same weekend he donated over 500" of hair, including 19" of his own; doctors diagnosed him with Stage 2 testicular cancer. Crisco fought a tough battle, but on December 27, 2004; he became a Survivor and eight years later he remains cancer-free!

FHI Heat was deeply touched by his story, which prompted the company to collaborate with Crisco on a National level, and urge people across the U.S. to donate their hair to children with cancer during the months of September and October.



FHI Heat and Q104.7's DJ Crisco Kidd will host a hair drive on October 13th cutting donors' hair, including 11" of his own. The goal is to collect record-breaking amounts of hair and donate it to support children nationwide who have lost their hair due to cancer. We collaborated with the Children's Hospital Los Angeles, one of the few hospitals nationwide to host the "Look Good, Feel Better for Teens," a program for teens diagnosed with cancer. For more information about how Children's Hospital Los Angeles treats and supports children with cancer and blood diseases visit www.CHLA.org/HOPE. FHI Heat is also tapping into its celebrity network to auction off

autographed irons and is donating 80% of the money to cancer research, while 20% is being used for marketing and promoting the auction. (Autographed iron pictured to the left was signed by Magic Johnson)

Awareness is usually the first step, but we would like to encourage everyone to take it a step further and help us make a difference in a child's life by participating in this hair-drive. If you are not in the Los Angeles area, then we ask you to participate by mailing in your cut hair by October 11th. The hair donated must be clean, non-bleached or chemically altered, at least 10" from top to bottom of ponytail or braid, placed inside a Ziploc bag and mailed to:



FHI Heat, Inc.
 Child Cancer Awareness Hair Drive
 c/o Jessica Marie Gutierrez
 15303 Ventura Blvd, Ste 1460
 Sherman Oaks, CA 91403
 1.877.344.4328

FOR PRESS INQUIRIES CONTACT:

Jessica Marie Gutierrez
jessica.g@gfhiheat.com



MORE INFORMATION VIA WEBSITES AND SOCIAL MEDIA

On September 1st, FHI Heat and SoCal's Q104.7's DJ Crisco Kidd will begin their LIVE public updates on Child Cancer Awareness, Hair Donations throughout September/October and the Hair Drive scheduled for October 13th (location TBD). Information can be found at <http://fhiheat.com>, <http://www.q1047.com> and <http://criscokiddblockparty.com>. Pictures, videos and other promotional items will be posted on Facebook and Twitter.

FHI HEAT

<http://www.facebook.com/fhiheat>
 @fhi_heat

DJ CRISCO KIDD

<http://www.facebook.com/criscokidd>
 @criscokidd



ABOUT FHI HEAT®

Founded in 2003, FHI Heat® is a world-renowned Professional Hair Care Company that has transformed into a prestigious award winning and celebrity adored brand. FHI Heat® offers the most technologically advanced hair tools and hair care products in the beauty industry. The distinguished brand is in high demand for its luxurious hairstyling irons and dryers which use a unique gem that is embedded within the ceramic plates to give you healthy, smooth, silky hair. Available only at top salons and beauty stores. Visit <http://fhiheat.com> or call toll-free 1-877-FHI-HEAT (877-344-4328). International inquiries call 323-344-2900.

ABOUT Q1047

Q104-7 KCAQ /KQIE, also known as Q104-7, is a Rhythmic Top 40 http://en.wikipedia.org/wiki/Rhythmic_Top_40 outlet serving the Ventura and Santa Barbara Counties as well as the Redland/ Inland Empire California http://en.wikipedia.org/wiki/Ventura_County%2C_California area. Q104-7 plays the music that shapes the trends of today's popular culture from Hip-Hop, R&B and Dance genres. Q104-7's format is targeted at the highly influential audience range from 12 to 49. If you're looking for a way to make your business' message heard, Q104-7 is the answer.

ABOUT CRISCO KIDD

International entertainment personality (i.e. DJ, TV/Radio Host, Music Remixer) Crisco Kidd is the creator and host of the "Crisco Kidd Block Party" and has worked with legendary talent such as Jay-Z, John Legend and Pitbull, to name a few. He is an award-winning entertainer and has conquered some of the largest markets in radio. Based in Los Angeles, and never missing a beat, this super-personality's syndication on SoCal's Q104.7 and Albuquerque's Power 106, currently has a reach of over 1 million listeners.