

Media: For more info on the Rock Against Cancer/Syd's Hair Shop event and the results of Syd's Hair Shop "Hair Survey" results, contact Jean Young, jeany@jean-young.com or call 919-918-7862. Photos and video will be available.

***Rock Your Style with GlitterRock Extensions for
Rock Against Cancer at Syd's Hair Shop 10-Year Anniversary
Charity Event September 17***

Pick your school color or just have fun and help children with cancer.

September 9, 2011 -- Syd's Hair Shop culminates its 10-year anniversary celebration with a day-long charity event for **Rock Against Cancer** (www.rockagainstcancer.org) in its Chapel Hill shop from 10:00 a.m. until 5:00 p.m., Saturday, September 17. Patrons can pick a variety of colors for the glitter extensions, which last up to two weeks, with proceeds going to Rock Against Cancer.

"Syd's has a history of sharing with the community via our frequent fundraising events in which proceeds go to a local charity," said Bradford Scott, an owner. "We are very proud to help Chapel Hill-based Rock Against Cancer and the many children with cancer the organization helps nationwide with music therapy in children's hospitals, including UNC and Duke."

Lisa White, president and founder of Rock Against Cancer, reminds the public that September is Childhood Cancer Awareness Month, a time when "there should be renewed focus on challenging the disease and supporting children with cancer".

Syd's Turns Ten celebration started in August with a Triangle-focused survey via Syd's website (www.sydshairshop.com) and Facebook about the things you do or do not do to your hair. The survey began August 12 and ends midnight September 17. Owners Scott, Amy-Jae Crawford and Amy Testerman expect more than a 1000 respondents and have already seen "some interesting results". Winners of a drawings for prizes from local merchants: Spotted Dog, La Residence; Kinetix Health Club/Carrboro; Trainer Gayle Silver; and Girls on the Run will be announced September 17.

About Rock Against Cancer

Founded in 2000 in Chapel Hill, NC, Rock Against Cancer is a national non-profit organization using Music Therapy and innovative music programs while working with well-known entertainers from the music industry to empower and support the emotional needs of young cancer patients. Rock Against Cancer's programs provide children and families respite from the long and painful cancer treatment process using music, while helping to garner public awareness and support for the youngest cancer survivors.