



WOR radio 710 HD Announces: Joe Bartlett Goes Bald. WOR Morning Show Co-Host Shaves Head for Childhood Cancer

St. Patrick's Day - Monday, March 17, 2008

(New York, New York – March 6, 2008) WOR Radio 710 HD announced today that WOR Morning Show co-host Joe Bartlett will have half of his head shaved in-studio by co-host Donna Hanover (former First Lady of New York City) and celebrity guests in the 7am hour of The WOR Morning Show with Joe Bartlett and Donna Hanover on Monday, March 17th. The shaving is in support of the St. Baldrick's Foundation, the world's largest volunteer fundraising organization for childhood cancer research, during the foundation's biggest fundraising day of the year. Joe Bartlett has been collecting listener donations on WOR710.COM to sponsor his shave. The New York Yankees recently announced they are donating \$10,000 toward the cause. The shave will be broadcast live on-air, and video will be available for viewing on WOR710.COM after the big event.

"It's a small gesture for me to do something to help the young people who are fighting for their lives," said Joe. "It's the least I can do."

Joe will have the other half of his head shaved later that day at a St. Baldrick's event at 2pm at Jim Brady's Restaurant in Lower Manhattan, where the charity was formed.

About St. Baldrick's Foundation

St. Baldrick's (www.stbaldricks.org) began as a casual conversation between friends and has exploded into the world's biggest volunteer-driven fundraising program for childhood cancer. In eight years, events have taken place in 18 countries and 46 US states, raising over \$34 million, and shaving more than 46,000 heads. Thousands of volunteers shave their heads in solidarity of children with cancer, while requesting donations of support from friends and family. People who normally shy away from the very thought of childhood cancer find themselves compelled to support this cause after looking into the face of these brave children who are smiling broadly as their friends and family members proudly display their newly shorn heads. Volunteers and donors see it can be fun to support a serious cause. Young cancer patients and survivors see how many people care. And researchers see St. Baldrick's funds helping to find cures!