

## FOR IMMEDIATE RELEASE

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### **You Are Not Your Hair - Saturday August 16th, 2014 2-6PM (Los Angeles, California)**

Since May 2014, Carly Pandza, an artist activist has been recruiting & empowering women to shave their heads for charity. The event's mission is to provide people with the opportunity to illuminate their inner beauty and transform their confidence with or without hair. The event will be held Saturday, August 16th, 2014 from 2PM - 6PM on the 10th floor of Penthouse 1050 at 643 S Olive Street, Los Angeles, CA, 90014. Tickets can be bought for \$15 pre-sale at <http://youarenotyourhair.brownpapertickets.com> or \$20 at the door

The intention of shaving heads is to show support towards those who have no choice in losing their hair, such as those undergoing chemotherapy or those with Alopecia, and to raise awareness that authentic beauty comes from within. All hair collected will be donated to *Pantene Beautiful Lengths* and *Children with Hair Loss*. After the head shavings, henna artists will decorate shavee's & guests part of the bald community's heads with beautiful henna crowns.

The benefiting organizations receiving the raised funds include *Henna Heals*, which is a global community of henna artists who empower women who are experiencing hair loss by decorating their bald heads with beautiful artistic henna designs. Another organization is the non-profit *The Representation Project*, which uses film and media to expose gender stereotypes and shift people's consciousness towards change.

*You Are Not You Hair* is committed to creating an environment that is a celebration of self - love & acceptance, empowerment, fun, freedom and full self - expression. Whether you are a shavee participant, a member of the bald community by choice or by circumstance, have a full head of hair; all are welcome.

### **Quote**

"I used to think that if my hair looked like crap than I felt like crap. I was always looking for some sort of outside validation to give me my value. The impact that way of thinking had on myself was that I never felt like I was enough. My sense of self & worth was conditional. **Last summer I shaved my head and I felt more beautiful than I'd ever felt in my entire life.** I want all women to have this experience. ***In our society today us as women don't get their beauty as an experience.*** We are so attached to external things. Whether it be the latest makeup, hair product, diet or workout routine. ***We'll go to such extremes whether it be starving ourselves and sometimes even killing ourselves in order to live up to this ideal perfect image that is advertised by the media of the way women are supposed to look like.*** The result on this culture is that there are not enough female leaders and lack of self confidence among women & girls. ***The possibility I see that would transform that future if things don't change is one of confidence, empowerment and leadership. "You Are Not Your Hair" are those possibilities fulfilled in the world.*** If we are not our hair, then who are we? Who could we be? - Carly Pandza, Event Founder