

n Donations and Fundraising Lexus Gives More Than a Close Shave for St. Baldrick's Foundation Over \$53,000 i

April 23, 2014

TORRANCE, Calif. (April 23, 2014) – Did you shave your head in celebration of St. Patrick’s Day? Some folks at Lexus and select dealers did to help [St. Baldrick’s Foundation](#), a volunteer-driven charity dedicated to raising money for [childhood cancer research](#).

Lexus and select Lexus dealers raised more than \$28,000 for St. Baldrick’s by going bald for children’s cancer awareness and research. In addition, Lexus will donate \$25,000 to St. Baldrick’s to help fund the best research to find cures for all childhood cancers.

To celebrate St. Patrick’s Day and the all-new Lexus IS, a performance sedan with an adventurous personality, Lexus partnered with the [St. Baldrick’s Foundation](#), to create the Lexus Bold *IS* contest. This unique social media-driven challenge sought courageous people willing to shave their heads for a worthy cause—and the chance to win \$2,500. The contest helped raise awareness about children’s cancer.

The contest encouraged brave participants to get bold and go bald at a local [St. Baldrick’s event](#), or on their own, and create a 15-second Instagram video stating what bold act they will perform if they won the \$2,500 prize.

The posted videos communicated emotional, compelling, encouraging and sincere stories. The videos were judged on creativity, compelling story and “likes.” Ten winners receiving \$2,500 each are:

- Jeff B. – Carlsbad, Calif.
- Jeremy C. – Chicago
- Kristine D. – Northridge, Calif.
- Karin H. – Culver City, Calif.
- Tania J. – Columbia, Mont.
- Frank L. – Wantagh, N.Y.
- Dennis L. – Seattle
- Brittani P. – Pickerington, Ohio
- Daniel S. – Philadelphia
- Heidi T. – Chicago

More than half of the winners noted in their video that they will donate their prize money to the St. Baldrick’s Foundation.

For those who liked their hair too much to part ways, Lexus selected one lucky voter who registered on the LexusBoldIS site. The winner selected at random for the \$1,000 prize is Peggy K. of Lake Villa, Ill.

The bold videos are available for viewing in the public gallery at www.LexusBoldIS.com.

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