

# Good Citizenship

## Going To Beautiful Lengths

(NAPSA)—Many men, women and children are going to surprising lengths to help women with cancer—lengths of about 8”, in fact. That’s because they’re participating in a unique campaign, the #8or8 Challenge, part of the Pantene Beautiful Lengths program.

You can join in the #8or8 Challenge by giving \$8 or cutting and donating 8 inches of your hair to help create free, real-hair wigs for women who have lost their hair due to cancer treatments.



**Many people are ponying up cash or their own ponytails to make wigs for women with cancer.**

The wigs are distributed through select American Cancer Society wig banks. You can also help by challenging your friends via social media using #8or8 and #BeautifulLengths, tagging @Pantene.

Since its creation in 2006, the Pantene Beautiful Lengths program has collected more than 800,000 ponytails and provided the funds to create more than 42,000 wigs. With the creation of the Pantene Beautiful Lengths Fund, anyone can support the program and help create more wigs than ever before.

You can donate via Twitter by retweeting @Pantene’s “Charitweets” for instructions on how to donate to the cause.

You can also donate through One Today by Google by visiting <https://g.co/beautifullengths>.

Hair donations must be at least 8 inches long and cannot be bleached, permanently colored or chemically treated though it may be colored with vegetable dyes, rinses or semipermanent dyes. Gray hair is difficult to use in wig making, so the hair should not be more than 5 percent gray.

For more information and mailing addresses to send hair and monetary donations, please visit [www.beautifullengths.com](http://www.beautifullengths.com).

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*Note to Editors: National Donate Your Hair Day (NDYHD) is September 8, 2015 but this article can be of interest to your readers at any time.*