

Lexus Looking for Close Shave on St. Patrick's Day

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TORRANCE, Calif. (March 3, 2014) — How bold will you go for a good cause? To celebrate St. Patrick's Day and the all-new Lexus IS, a performance sedan with an adventurous personality, Lexus is partnering with the [St. Baldrick's Foundation](#), a volunteer-driven charity dedicated to raising money for [childhood cancer research](#), to create the Lexus Bold *IS* contest. This unique social media-driven challenge seeks out courageous people willing to shave their heads for a worthy cause—and the chance to win \$2,500. The contest will help raise awareness about children's cancer, and Lexus will donate \$25,000 to St. Baldrick's to help fund the best research to find cures for all childhood cancers.

Beginning today, the contest encourages 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 win the \$2,500 prize. Contestants will upload their video URLs to the www.LexusBoldIS.com registration page, where their videos will be available for viewing in a public gallery. By shaving their heads in support of the St. Baldrick's Foundation, participants stand in solidarity with children who typically lose their hair during treatment. In a buzzworthy move, Will Nicklas, Corporate Manager, Lexus Marketing, Planning and Communications, will also be shaving his locks to boldly support this cause.

“Lexus constantly strives to push boundaries and take risks, and we encourage our consumers to participate in this grassroots program to help conquer childhood cancers,” said Brian Bolain, Lexus corporate manager of marketing communications. “Children's charities are very important to Lexus and partnering with the St. Baldrick's Foundation for this program is a meaningful way to help kids.”

“We are thrilled about this partnership with Lexus and encourage our legion of supporters to dare themselves to be bold with this opportunity,” said Kathleen Ruddy, CEO of the St. Baldrick's Foundation. “With each new bald head, bold idea and the support of Lexus, we hope to raise more awareness and funds for lifesaving childhood cancer research, so all kids can live long and healthy lives.”

Videos will be judged on creativity, the most compelling story, and the most “likes” on the site. The deadline to submit a video is March 18, 2014 at 11:59 p.m., and winners will be announced at the end of March. Ten entrants will win \$2,500 each. Like your hair too much to part ways? An additional \$1,000 prize will be given to one person chosen at random who registers on the site and votes for their favorite video.

Select Lexus dealers will also partner with the St. Baldrick's Foundation for local community events. Visit www.LexusBoldIS.com to upload your video or vote for your favorite entry.

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