

# CUTTING FOR A CURE

## 48-HOUR HEALTH FAIR & HAIRCUTTING MARATHON

JULY 15-JULY 17, 2016

DENNY MOE'S SUPERSTAR BARBERSHOP  
2496 FREDERICK DOUGLASS BLVD  
HARLEM, NY 10030







## WE'RE BACK!

Cutting for a Cure is back to host its 2016 48-Hour Health Fair and Haircutting Marathon at Denny Moe's Superstar Barbershop. The Marathon will take place from Friday, July 15 to Sunday, July 17.

Twelve barbers will cut hair for 48 hours straight raising funds to provide health resources, guidance and information towards the prevention of deadly diseases including diabetes, high blood pressure, prostate cancer, HIV/AIDS and more.

Dennis "Denny Moe" Mitchell, barbershop owner and founder of Cutting for a Cure, was diagnosed with Type II diabetes in 2010. He explains, "I probably had it a long time, but didn't realize it until I became familiar with the symptoms." With this in mind, Denny Moe's mission is to improve the health of his community by providing access to health education in an environment where people already feel comfortable — his barbershop.

This year's theme is "I H.A.T.E." standing for Health, Awareness, Treatment and Education. Through preventative care, healthy living and education, we are setting out to improve the daunting health statistics that define the fate of people of color one person at a time. The marathon will provide free medical screenings, panel discussions, and access to health professionals offering expert advice on becoming healthier and stronger. Screenings are available to anyone who attends.

While health awareness is our main agenda, we also want people to have fun! The 48 hours will be jam packed with events throughout the marathon including a Barber Battle, Fashion Show, Comedy Show, Poetry Slam and live entertainment on our Summer Stage featuring celebrity guests. This event is designed for the entire family to enjoy.







## ABOUT CUTTING FOR A CURE

Cutting for a Cure is a non-profit, 501(c)(3) organization that strives to assist ethnic, underserved communities live longer, healthier lives through health guidance, education and resources. It has been reported nationally that social determinants of health like poverty, unequal access to healthcare, lack of education, stigma and racism are linked to health disparities. Our goal is to minimize the risks of preventable diseases by promoting healthy living.

Cutting for a Cure was founded by Dennis “Denny Moe” Mitchell, who is the owner and operator of Denny Moe’s Superstar Barbershop located in Harlem, New York. As a barber for nearly 35 years, Denny is revered by local and celebrity clients and respected as a leader in the Harlem community. After witnessing several relatives and friends affected by cancer and personally being diagnosed with Type II diabetes in 2010, Denny is committed to filling the void of health awareness and educational prevention in underserved communities, especially among men, in an environment where they feel comfortable – the barbershop.

Denny Moe has designed a collaborative partnership model that successfully brings the barbershop and healthcare professionals together to raise awareness and offer preventative guidance on health issues among minorities. At this event, groomers from around the world unite to cut hair and raise funds towards health education and prevention. The fair provides free medical screenings for high blood pressure, diabetes, prostate cancer, colon cancer, HIV and other diseases that are prevalent in ethnic communities.

While Cutting for a Cure’s Marathon aims to educate, we also want people to have fun. This is a community event where everyone enjoys themselves. The event includes, live entertainment, celebrity guests and special events. This is an exciting experience for the entire family.

With the help of our sponsors in 2014, we reached over 3000 people while providing health screenings to nearly 800, empowering individuals and aiding families in better health management. Past supporters include the NYU School of Medicine, Harlem Hospital, iTriage, Apple Bank, Amy Ruth’s restaurant, Hot 97, Keith Sweat, DJ Red Alert, Fat Man Scoop and more.

**YOU ONLY HAVE ONE BODY!  
TAKE CARE OF IT!**





## THE “I H.A.T.E.” FUNDRAISING CAMPAIGN

I H.A.T.E.  
CANCER

### # I H.A.T.E. Cancer # I H.A.T.E. Diabetes # I H.A.T.E. HIV

HATE is a strong word to see. It's a hard word to say. It's raises uncomfortable feelings and provokes negative responses. That's exactly what we want to invoke in our fight against deadly diseases that kill thousands of people each year.

Through the “I H.A.T.E.” Campaign, we seek to unite in the attack against illnesses impacting lives in our community every day. Ailments such as cancer, diabetes and hypertension are prevalent among minority groups, however there is often a disconnect between the effects of these diseases and the people they affect. This movement allows these people to be seen and heard.

The “I H.A.T.E.” Campaign provides a platform for people to share how they have been infected or affected by deadly diseases. Through personal testimonials, the goal of this effort is to share stories of how these illnesses affect the lives of real people while raising money towards the Cutting for a Cure 48-Hour Health Fair and Haircutting Marathon. These ailments are detrimental to the growth of the community, often leaving people permanently ill. By raising awareness, providing access to health resources and promoting healthy living we can combat this epidemic through preventative care.

H.A.T.E. stands for Health, Awareness, Treatment and Education. We not only want to express our contempt for the deadly impact of these diseases, but we want to share that through education and healthy living much of this damage can be avoided.

Stand with us and join the fight.  
**DONATE TO YOUR LEVEL OF H.A.T.E.**

*\*The Cutting for a Cure “I H.A.T.E.” campaign in no way promotes hate in our society regardless of race, age, ethnicity, gender, religion or sexual orientation. We believe in unity to promote healthier living for all.*





## ARMOR UP & JOIN THE FIGHT

### STATISTICS

#### Minority Health Disparities

- Heart disease, cancer and strokes are the leading cause of death among African American men.
- African Americans in 2009 had the largest death rates from heart disease and stroke compared with other racial and ethnic populations.
- The prevalence of obesity among adults from 2007-2010 was largest among African American women compared with White and Mexican American women and men, and the overall obesity prevalence (both sexes combined) of African American adults was also the largest prevalence compared with White and Mexican American adults.
- African American adults in 2010 had the largest HIV infection rate compared with rates among adults of other racial and ethnic populations. Prescribed HIV treatment among African American adults living with HIV was less than among White adults.
- African Americans had the largest incidence and death rates from colorectal cancer in 2008 compared with all other racial and ethnic populations—despite having colorectal screening rates similar to the rate among White adults.

\*Source [www.cdc.gov](http://www.cdc.gov)



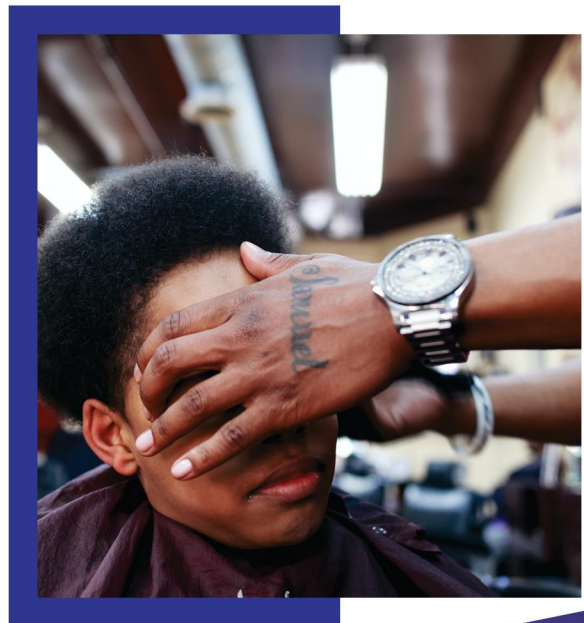


## WHY THE BARBERSHOP?

The barbershop connects people from all walks of life making it a prime space for business and discussion. Our customer base provides access to people from various backgrounds ranging from youth, business, politics and entertainment.

- Barbershops are one of the few places where African American men interact regardless of class, education, or occupation.
- The barbershop serves as a public space where black men and women have gained financial independence. It is not only a viable outlet for entrepreneurial spirit, but also serves as a secure forum for discussion and the promotion of minority and ethnic buying power.
- Since 1996, the African-American barbershop community has increased by 30%. Reports show that 15% of barbershop clientele (5.5 Million) are minorities, including 2.3 million being African- Americans.

*Source: Matthew (Matt) Wallace Weeks, Selig Center Report*





## SIGNATURE ACTIVITIES AND EVENTS

R&B DIVAS SINGER MONIFAH AT 2014 CUTTING FOR A CURE



**48 Hour Marathon** – 12 barbers volunteer their time and services in solidarity for 48-hours straight with to raise funds towards the education and prevention of deadly diseases affecting communities of color.



**Summer Stage** – A live 15'x36' stage featuring some the hottest acts in town. Past celebrity performers have included R&B Divas Star Monifah, Anthony Wayne – Star of Mighty Real – A Fabulous Sylvester Musical, and Jessica Betts - Inspirational Rock & Soul Singer/Songwriter.



**Comedy Show** – Burn the midnight oil with us at our midnight comedy hour for a guaranteed good laugh with the funniest comedians around.



**Barber Battle** – Watch our barbers go toe-to-toe showcasing their skills at our acclaimed barber battle. Barbers have 30 minutes to execute their most skilled and elaborate cuts for a grand trophy prize.



**Poetry Slam** – Join us for a night of self-expression as we rhyme the night away. We've got some of the best spoken word artists in the area to grace us with their artistic play on words as we communicate a message of unity, love and health awareness.

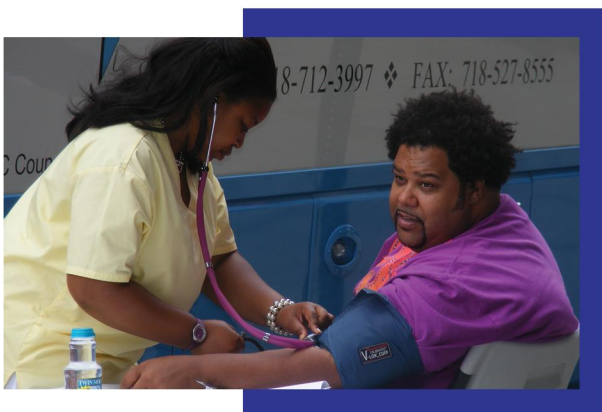


## SPONSORSHIP PACKAGES

As a Sponsor of Cutting for a Cure, your organization can make a difference. Our goal is to fund expenses for this event through cash and in-kind contributions. Opportunities exist at various sponsorship levels, with increasing benefits for your organization at each increment.

Many companies successfully team up with causes important to their customers and employees. By supporting Cutting for a Cure, you can show your organization's support of healthy living and the eradication of diseases plaguing communities of color through preventative care. Over 4,000 participants are expected at this year's event.

Past Sponsors include Food Bank for New York City, G-III Sports Apparel by Carl Banks (2-time NFL Super Bowl Champion) HUGS Movement, Melba's, Medgar Evers College, NYC Department of Social Services, Sylvia's and New York University School of Medicine.








## SPONSORSHIP PACKAGES


### **PLATINUM SPONSORSHIP \$5,000**

- Featured as premier event sponsor on Cutting for a Cure promotional banner
  - Featured as premier event sponsor on Cutting for a Cure Summer Stage banner
  - Speaking opportunity in barbershop and on Summer Stage
  - 60 sec advertisement on Barbershop flat screens in rotation throughout marathon
  - Approved logo on over 5000 flyers distributed throughout the local community and participating barbershops nationwide
  - Logo placement on 12 Barber stations
  - Logo on Barbers marathon uniforms and event t-shirts
  - Acknowledgements in Public Service Announcements
  - 5 social media posts announcing sponsorship on Facebook, Instagram and Twitter
  - Distribution of company product samples, coupons, literature and other marketing materials
  - Company Logo featured on Cutting For a Cure's Website
  - Recognition in all Cutting for a Cure Press Releases and Promotional Materials
  - Feature in barbershop newsletter with mailing list of over 2000 subscribers
  - 5 live mentions from DJ's and hosts during event
- 



## SPONSORSHIP PACKAGES

### **GOLD SPONSORSHIP \$2,500**


- Featured as contributing event sponsor on Cutting for a Cure promotional banner
  - Featured as contributing event sponsor on Cutting for a Cure Summer Stage banner
  - 60 sec advertisement on Barbershop flat screens in rotation throughout marathon
  - Approved logo on over 5000 flyers distributed throughout the local community and participating barbershops nationwide
  - Logo placement on 12 Barber stations
  - Logo on Barbers marathon uniforms and event t-shirts
  - Acknowledgements in Public Service Announcements
  - 3 social media posts announcing sponsorship on Facebook, Instagram and Twitter
  - Distribution of company product samples, coupons, literature and other marketing materials
  - Company Logo featured on Cutting For a Cure's Website
  - Recognition in all Cutting for a Cure Press Releases and Promotional Materials
  - Feature in barbershop newsletter with mailing list of over 2000 subscribers
  - 3 live mentions from DJ's and hosts during event
- 





## SPONSORSHIP PACKAGES

### **SILVER SPONSORSHIP \$1,000**

- Logo placement on Cutting for a Cure promotional banner
  - Logo placement on Cutting for a Cure Summer Stage banner
  - Approved logo on over 5000 flyers distributed throughout the local community and participating barbershops nationwide
  - Acknowledgements in Public Service Announcements
  - 2 social media posts announcing sponsorship on Facebook, Instagram and Twitter
  - Distribution of company product samples, coupons, literature and other marketing materials
  - Company Logo featured on Cutting For a Cure's Website
  - Recognition in all Cutting for a Cure Press Releases and Promotional Materials
  - Mention in barbershop newsletter with mailing list of over 2000 subscribers 2 live mentions from DJ's and hosts during event
- 



## CONTACT INFO

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