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## **Patients at Local Cancer Treatment Centers to Benefit from Ironman Challenge**

*Chemo caps will be donated to centers by national charity*

Newport Beach, CA, November 18, 2009 – A successful Newport Beach, CA, business owner, Louis Orozco, is raising money to ultimately provide chemo caps for cancer patients as part of his admission into the Ironman Challenge this month.

Orozco is the owner of Madison Salon in Newport Beach, CA, and has made a name for himself in the hair styling industry. Trained in Italy, France and the United States, Orozco has styled commercials for Victoria's Secret, print campaigns for Prada and has worked with runway models for numerous runway shows in New York and Los Angeles. Before opening his own salon, Orozco worked for Brumble & Brumble and Jean Louis David. He is a frequent instructor at national seminars and styling universities.

This year's Ironman Arizona competition in Tempe on November 22 is comprised of three events: 2.4 mile swim, 112 mile bike ride and 26.2 mile run. "When I signed up for the full Ironman Arizona event I realized I could also raise money for a charity of my choice," said Orozco. "I chose Knots-of-Love, based in Newport Beach and founded by Christine Fabiani Shively. Christine is a client of mine who used her hobby of

crocheting caps to provide hand-made chemo caps for people experiencing the effects of chemotherapy and other life threatening illnesses.”

Founded in 2007 by Shively, Knots-of-Love, a 501(c)3, currently has over 1,000 members across the country. These dedicated volunteers donate all their time, labor and materials, and knit and crochet caps using extremely soft yarn. The caps are then shipped to over 234 cancer treatment centers, infusion centers, hospitals and oncology offices in the United States, Canada and Mexico. Knots-of-Love ships over 3,000 caps per month.

Five treatment centers in Arizona will be receiving caps from Knots-of-Love this month. Shively will personally deliver caps to these four centers during the Ironman Challenge:

- Mayo Clinic Hospital, Phoenix
- Southwest Hematology Oncology, Phoenix
- Arizona Cancer Center Clinic at UMC Orange Grove, Tucson
- Arizona Cancer Center Clinic at UMC North, Tucson

Shively said “Making caps for those suffering from the ravages of cancer may seem like a small thing to do, but the results have made a huge impact on the recipients. Word of what we do has spread, and we are contacted daily for caps by cancer treatment centers around the country. The money Louis raises will enable us to send caps to hundreds more cancer centers where people of all ages are in need of support and love as they valiantly battle their illnesses.”

To help Orozco reach and exceed his goal of \$10,000, donors can visit Orozco’s charity page to pledge money at <http://januscharitychallenge.kintera.org/az09/louisorozco>.

Caps made from patterns and yarns found at [www.knots-of-love.org](http://www.knots-of-love.org) can be dropped off to Rebecca Parada Anderson at the University of Arizona College of Medicine in Tucson.

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Founded by internationally trained stylist Louis Orozco, Madison Salon was created to fill Louis’s vision of providing the best service, unparalleled creativity and state-of-the-art technology in a relaxed and beautiful surrounding that is both inventive and contemporary. In an era of forced trends and manufactured hip, Madison Salon stands out as naturally cool. Visit them at [www.madisonsalon.com](http://www.madisonsalon.com).

Knots-of-Love, Inc. is a 501(c)3 based out of Newport Beach, California. Founded in 2007, its mission is to provide hand-made chemo caps for people experiencing the effects of chemotherapy and other life threatening illnesses. Knots-of-Love volunteers knit over 3,000 caps each month which are shipped to over 234 cancer treatment centers, infusion centers, hospitals and oncology offices in all 50 states, Canada and Mexico. Knots-of-Love has shipped over 30,000 caps since its founding. Its founder, Christine Fabiani Shively, was recognized by President Clinton, Major League Baseball and PEOPLE Magazine for her community service during the 80th Major League Baseball All-Star Game in July. Shively was one of 30 people honored for their selfless acts of giving and service to their communities. Shively was one of five recipients selected by President Bill Clinton, President George W. Bush, President H.W. Bush, President Jimmy Carter and President Obama for special recognition. For more information go to [www.knots-of-love.org](http://www.knots-of-love.org).