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FOR IMMEDIATE RELEASE

## The Priority Health “Shear-Off”

(GRAND RAPIDS, Mich. – January 15, 2003) On January 24, 2003 Priority Health will be hosting a special event to benefit Locks of Love. More than 20 Priority Health employees and their friends and family have made a commitment to donate over 200 inches of hair. This pledge will supply Locks of Love with the resources they need to provide hair to children who are suffering from long-term medical hair loss.

The Priority Health “Shear-Off” will feature six brave volunteers each hour. They will sit side-by-side, as fellow employees cheer them on, awaiting their new style. A style that will be 10 inches shorter, thanks to the help of stylists from A.J. Pinder Salons.

“At Priority Health, we encourage volunteerism and are proud of employees who give of their time and talent to countless charitable causes focusing on health and wellness issues,” remarked Kim Horn, president and chief executive officer of Priority Health.

Priority Health is one of the largest managed care organizations in the state serving more than 368,000 members and over 5,500 employers throughout Western and Northern Michigan. Priority Health’s service area includes 27-counties, a network of 2,200 physicians and 27 hospitals.

**What:** The Priority Health “Shear-Off” to benefit Locks of Love  
**Who:** Priority Health employees and their friends and family  
**When:** Friday, January 24, 2002 between 1 p.m. and 4 p.m.  
**Where:** Priority Health  
1239 E. Beltline NE  
Grand Rapids, MI 49525

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