

## **Bald Women Get Their Heads Together in Southern California**

SCARBOROUGH, NY-December 23, 2007- Having no hair in a world obsessed with hair is a challenge that Bald Girls Do Lunch, Inc. tackles head on. Bald Girls Do Lunch, a not-for-profit organization, is bringing women with alopecia areata together for the first time in Los Angeles and San Diego.

At lunches in cities across the country, Thea Chassin, founder and president, meets women who struggle to keep their condition a secret, which she says is emotionally debilitating. According to Chassin, when every person at the table has the same condition, it builds resources and resilience. Although they do not have a life-threatening illness, these women must work every day to overcome obstacles to getting on with their lives. Chassin knows first hand what bald women are up against, she being bald for over 10 years. “Friends and family mean well, but it’s a relief to talk to someone else in the same situation and get tips on living openly and happily with this condition.”

The southern California lunches are taking place in Costa Mesa (January 6), Los Angeles (January 8), Woodland Hills (January 13) and Rancho Bernardo (January 16). Invitations and details are posted at [www.baldgirlsdo lunch.org](http://www.baldgirlsdo lunch.org). Reservations are required to [info@baldgirlsdo lunch.org](mailto:info@baldgirlsdo lunch.org).

The Bald Girl lunches are nothing like a traditional support group. No pity party here. Chassin brings dynamic leadership and frank talk to the table. Just a few hours of discussion brings out strategies for dealing with the physical and emotional challenges of the disease. Shockingly, a full head of hair can fall out in a matter of weeks; but it can also regrow. The disease is highly unpredictable. The organization promotes individual choice and comfort. Women come to the lunches adorned with wigs or head coverings and some choose to debut their bald look.

“The camaraderie is infectious,” says Chassin. “We share practical advice on everything from breaking the news about baldness in a new dating relationship, to telling colleagues at work or dealing with the common, but wrong assumption, that every bald woman must have cancer.”

Alopecia areata affects men, women, and children of all ages - almost 5 million people in the US.

Characterized by smooth, round bald patches, it usually resolves on its own but can progress to complete hair loss including lashes, brows, and body hair. Some treatments work in some situations, but there is no cure.

Chassin founded Bald Girls Do Lunch Inc, a not-for-profit 501c (3), in New York when she recognized that women with alopecia areata needed a way to connect with others in their area. As word of the lunches has spread, requests now come from cities across the US, Canada and from as far away as England and Australia. The organization sponsored the first Alopecia Areata Day of Beauty in New York City in October 2007.

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