

New York-New York Hotel & Casino Hosts 16th Annual St. Baldrick's Day Head-Shaving Event, March 16

Las Vegas to Rally on the Brooklyn Bridge for the Strip's Celebrated St. Baldrick's Event to Shave Heads, Raise Funds and Conquer Childhood Cancer

LAS VEGAS – February 3, 2025 – Hair grows back but your impact lasts forever: make a brave move in the fight against childhood cancer and go bald with [New York-New York Hotel & Casino](#) during its 16th annual **St. Baldrick's Day** head-shaving event **Sunday, March 16** from 10 a.m. to 4 p.m.

From shaving heads to simply showing up and donating, this is a day for everyone to make an impact. Whether participants take the plunge and go bald or opt to cheer from the sidelines, every contribution fuels the mission of the [St. Baldrick's Foundation](#), which funds groundbreaking research to cure childhood cancers.



[Click here](#) to register for a shave or donate today.

New York-New York has brought the local community together for almost two decades resulting in millions of dollars raised for the St. Baldrick's Foundation. Set against the backdrop of New York-New York's iconic Brooklyn Bridge, the event will feature live entertainment, celebrity guest head-shavers, specialty St. Baldrick's merchandise, photo opportunities and a high-energy atmosphere. Admission is free, and everyone is welcome to take part in this inspiring celebration of bravery, generosity and community spirit.

"We are incredibly proud to champion the mission of the St. Baldrick's Foundation, rallying the community and raising millions of dollars to support groundbreaking childhood cancer research," said Mike Neubecker, President & COO of New York-New York & MGM Grand. "This event is a powerful reminder of what we can accomplish when we come together, and we encourage everyone to get involved. Whether you're shaving your head, cheering on participants or donating, every effort counts toward changing lives."

How to Get Involved

- **Brave the Shave:** Those ready to take the ultimate stand can register [online here](#) or sign up on-site the day of the event. Teams and organizations are welcome to join.
- **Cheer and Celebrate:** Prefer to keep your hair? That's fine too! Support the cause by [donating](#) on-site or online and enjoy a day packed with entertainment, food & drinks, and the chance to meet some of Las Vegas' most notable sports and entertainment personalities.

Don't miss this opportunity to join celebrities, community heroes and families from across Las Vegas for a powerful day of fundraising and fun.

For more information, including how to sign up to brave the shave, visit [StBaldricks.org](#).

NEW YORK-NEW YORK HOTEL & CASINO

Inspired by the famous energy and landmarks of the iconic original, New York-New York offers all the excitement of the hotel's namesake, from the thrilling Roller Coaster to tantalizing restaurants including Gallagher's Steakhouse and Nine Fine Irishmen, an authentic pub offering the best of Irish drink, food and music. New York-New York is home to Mad Apple, a delicious, wickedly fun Cirque du Soleil cocktail of music, comedy, magic and mayhem putting NYC nightlife under the Las Vegas lights. Centrally located on the Las Vegas Strip and adjacent to The Park, New York-New York is home to a selection of Strip-front dining and retail destinations including a two-story flagship Hershey's Chocolate World, Shake Shack and Tom's Watch Bar. New York-New York is operated by MGM Resorts International (NYSE: MGM). For more information and reservations, visit [newyorknewyork.com](#), call toll free at (866) 815-4365, or find us on [Instagram](#), [Facebook](#) and [Twitter](#).

About St. Baldrick's Foundation

The St. Baldrick's Foundation is a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives. St. Baldrick's coordinates its signature head-shaving events

worldwide where participants collect pledges to shave their heads in solidarity with kids with cancer, raising money to fund research. Since 2005, St. Baldrick's has awarded more than \$127 million to support lifesaving research, making the Foundation the largest private funder of childhood cancer research grants. St. Baldrick's funds are granted to some of the most brilliant childhood cancer research experts in the world and to younger professionals who will be the experts of tomorrow. Funds awarded also enable hundreds of local institutions to participate in national pediatric cancer clinical trials, and the new International Scholar grants train researchers to work in developing countries. For more information about the St. Baldrick's Foundation please call 1.888.899.BALD or visit StBaldricks.org.

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