

Alexis Victoria Salon raises funds for Childhood Cancer Foundation

By Kristina Hernandez, Redlands Daily Facts
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REDLANDS >> Six-year-old Katelynn Calderon of Fontana was all smiles as she was directed to help cut the hair of March Air Force Base Firefighter James Crow on Saturday morning at Alexis Victoria Salon in downtown.

Katelynn, a survivor of kidney cancer, was one of four youth stylists assigned to “clients” at the salon to help raise funds for the Childhood Cancer Foundation (CCF).

It was the second year Alexis Victoria sponsored the fundraising effort in the hopes of bringing in thousands of dollars for the organization, which is committed to serving children with cancer and their families throughout Southern California. The foundation helps emotionally, financially, educationally and provides emergency assistance.

“The smile on her face is priceless, and so is watching her concentrate on cutting someone’s hair,” said mom Lori Calderon. “When she lost her hair, it was really hard for her.”

Katelynn — who wants to be a teacher when she grows up — is cancer-free. But, her mom said, she wanted to give back to help kids just like her.

“She did it last year, also,” she added.

The area salon’s efforts coincided with a similar effort held at Riverside City College Cosmetology School in Riverside, said Armida Kersey, executive director for the Childhood Cancer Foundation.

The idea started in Riverside in 2005 and has brought in thousands of dollars for the organization in a short amount of time.

“The hope is community awareness,” said Kersey. “After you have a child with cancer, that’s a done deal — you have a child with cancer. But what we need to do is have community awareness so we can (let people know) that like with breast cancer, early detection is important. By them promoting the haircut-a-thon, people learn about Childhood Cancer. Community awareness is really huge.”

Alexis Victoria Salon, she added, is very good at educating the public about the organization.

In addition to the haircutting fundraiser, the Redlands salon has also held a number of efforts to help CCF, including a recent holiday bike drive.

“She initiates programs herself,” Kersey said, referring to the salon owner. “When she was doing the bike drive, she talked to many organizations in the community. And in talking to them... she talks about the program — community awareness.”

Haircuts were available for a minimum \$20 donation at Alexis Victoria.

Hair donations were also taken at the event and sent to Wigs for Kids, an organization dedicated to providing wigs for children with cancer. To learn more, visit cfsocal.org.

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