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MTA Employee Goes Bald to Help Kids with Cancer



[Click here](#) to visit the web page of Eloise Catalano on the National Childhood Cancer Foundation web site. For more information on the fight against childhood cancer, go to the St. Baldrick's website at www.stbaldricks.org

- **Radio DJ shaves the head of ITS programmer Eloise Catalano in a live broadcast to promote childhood cancer fundraising campaign.**

By GAYLE ANDERSON

The moment of truth for Eloise Catalano came in a barber chair. After months of thinking and talking about shaving her head to promote awareness in the fight against childhood cancer, Eloise was finally doing it.

During a live broadcast on radio station KBIG 104 on March 12, Catalano sat poised at the radio station in Glendale while morning DJ LeighAnn sheared off Catalano's dark auburn locks to peach-fuzz length.

The finishing touches came two later on St. Patrick's Day. In the middle of an Irish pub, a local barber carved out the words "St. Baldricks" on the back of Catalano's shorn head at a media event held in Toluca Lake.



ON THE AIR - Eloise Catalano shows off new haircut with KBIG DJs LeighAnn and Charlie Tuna.

As word from both events began to spread, Catalano's sponsorship donations picked up speed. Two weeks later, her personal effort has raised more than \$2,500s toward an ambitious goal of \$50,000.

Now in its fourth year, St. Baldrick's is an international campaign of the National Childhood Cancer Foundation (NCCF) held on or near St. Patrick's Day. Each "shavee" collects donations from sponsors to support childhood cancer research in return for shaving their heads, an act of solidarity with children who often lose their hair during treatment.

Barber Steve Arenas applies finishing touches with a hair sculpture of "St Baldricks" on the back of Catalano's shorn head.



Catalano was one of 1,849 "shavee's" who volunteered on this St. Patrick's Day to shave their heads with the hope of raising \$3 million dollars worldwide.

A programmer analyst in ITS, Catalano is an avid volunteer. She's served up 'Meals on Wheels' to grateful seniors for 13 years now and also sponsors the NCCF's "Adopt a Teddy Bear" program.

"Meeting the children when we delivered Teddy Bears during the holidays was a very moving experience," said Catalano.

When people ask why she is involved to a greater degree than most, she is quick to say she is not there for personal reasons. "I feel I need to help," she says. "Cancer is the number one killer of children. Back in 1970, the curable rate was around 40 percent . Today, thanks to cancer research, the curable rate is up to 80-85 percent of the cases."

Catalano will gladly lift the wig she wears to work to earn a donation of

\$5 to the cause, and she has had some takers. The hair is growing back pretty fast, she warns, but the donation jar is still open.

To make a donation and learn more about the fight against childhood cancer, go to the St. Baldrick's website at www.stbaldricks.org and click on the "Sponsor a Shavee" tab. Type "Eloise" in the first name field and select "search" to bring up Catalano's page which includes before and after photos and an option to make an online donation.

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