



Steve Baker,  
President  
Freestyle Music Park  
211 George Bishop Parkway  
Myrtle Beach, SC 29579

Dear Mr. Baker:

I am writing you on behalf of HairLoss.Com, the largest social network website in the world dedicated to hair loss, to request that Freestyle Music Park cease your popular advertising campaign that cruelly depicts a hairpiece wearer losing his hair after riding your Time Machine roller coaster ride. As you know, your spot has already stirred up controversy and has received news attention. Even after complaints and challenges to your campaign, your company has released a statement indicating that it plans to continue the advertising blitz because it is intended in the spirit of “fun”. I am, therefore, taking the time to write you assuming that you and your marketing team’s apparent callousness and insensitivity arises from your lack of understanding of the sensitive nature of hair loss on those who suffer from it.

Hair loss diseases and conditions affect over 100 million people in the United States alone. A great many of those individuals who lose their hair by no fault of their own are young children who suffer from Alopecia, an autoimmune disease that makes all of their hair fall out. Many more of these individuals are people – including children – who have lost their hair due to Cancer treatments like radiation and chemotherapy. These same diseases, along with many others, cause those who suffer from hair loss to become depressed and psychologically stressed over their significant change of appearance. When these children lose their hair, they don’t just lose their natural appearance; they lose their self-esteem and self-confidence.

Because there is no cure for most hair loss conditions, these young hair loss sufferers seek out treatment options that will allow them to feel better about their appearance, overcome social phobias and to look and feel like they did before they lost their hair. In many ways, losing hair isn’t so different than losing a limb or an eye. Nature, as it were, provided us with hair for good reason. When children lose it, Mr. Baker, it is simply not a laughing matter. By using the words “rug” or “hairpiece” to get a laugh serves only to obscure the truth: a so-called “hairpiece” is a “medical prosthetic” like a replacement eye, arm or leg is considered a medical prosthetic.

Every day, in places from school classrooms to clubs and playgrounds, young hair loss sufferers are made the butt of jokes and are subject to harassment based on the kind of “humor” featured on your advertising spot. Typically, harassment and cruel jokes are often “fun” for the perpetrator, not nearly as “fun” for the recipient. In other words, just because your commercial allows a majority of



people who are ignorant to the suffering of those who suffer hair loss to laugh at the minority who aren't, doesn't make it right.

On behalf of HairLoss.Com, I am calling on you to cease this advertising campaign that I hope you now realize is harmful in many ways to young people who suffer from hair loss. I am calling on you to see a picture larger than the bottom line of your company and to reject the notion that the end justifies the means. Lastly, I am calling on you to challenge your marketing department to develop truly fun and creative ads to promote your thrill ride that doesn't make anyone the butt of a joke, let alone young people who suffer from disabilities through no fault of their own. It's too simple to take the low road in marketing. Challenge your people to take the high road. I'm confident that you will find that greater profits and dividends are paid by way of kindness and compassion.

We at HairLoss.Com have operated on the assumption that Freestyle Music Park has developed and then allowed this advertising to go on due to ignorance about the issues raised in this letter. Now that you have been sensitized to these issues, we hope you will act quickly to rectify the situation and even issue an apology to those who have been harmed. Though I can't imagine it, if Freestyle Music Park decides to continue the ad under the false notion that it is "fun" to make light of serious hair loss issues, we will be forced to spend time and money to organize a boycott of Freestyle Music Park. I hope it does not come to that, preferring instead to allow what has happened to become a valuable learning experience for all of us, increasing our sensitivity and compassion for our fellow men and women.

I look forward to your positive reply.

Sincerely,

Michael Garcia  
Spokesman, HairLoss.Com