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**DIRECT FROM THE HEART**  
**DirectBuy's very own Jordonna Levin donates to Locks of Love**

**West Palm Beach, FL, October 28, 2008 -**

Those who know four-year-old Jordonna Levin, recognized her by the beautiful locks that adorned her big brown eyes. Her long brown hair was her trademark and a big topic of conversation amongst her family and friends. So, it was truly a milestone when she decided to donate 10 inches to Locks of Love, a non-profit organization dedicated to providing hairpieces to children suffering from long-term medical hair loss.



Months prior to the donation, mom Jenny Levin, co-owner of DirectBuy of The Palm Beaches, had been trying to get Jordonna to cut her hair. "It was getting so long and unmanageable," said Jenny. It was the day before Pre-Kindergarten and only months away from turning 5 when she decided to make the donation. The decision wasn't easy for Jordonna when she realized a minimum donation of 10 inches would have to be made. Not only was this a big change for her, but she wasn't sure how her teacher and friends would react to the new Jordonna.

Knowing that this was an incredibly special event in her daughter's life, Jenny was filled with emotions the morning of the donation. "Not only did I feel so lucky and blessed to have a healthy, beautiful child, but I really felt the emotions of what the receiving parent would be feeling one day," said Jenny. "I will now have a strong connection with someone out there that I will never meet."

DirectBuy of the Palm Beaches Customer Service Specialist Aimee Falvey donated to Locks of Love a year prior to Jordonna's donation. Both of them have inspired many others to donate in the coming year.

“I am so happy that I cut my hair and donated it to someone who really needs it,” said Jordonna. “I love my new hair, because I look just like Snow White.”

When Jordonna started school the next day, everyone was so amazed by what she had done. After her teacher learned of the donation, she asked Jordonna to speak to the class in hopes of encouraging others to donate as well.

Jordonna’s father Stephen Levin co-owner of DirectBuy of The Palm Beaches, hopes his daughter’s brave actions will inspire others. “I am very proud of my little lady. Not only does she look like one, but her new haircut makes her feel like one inside.”

### **Locks of Love**

Locks of Love is a public non-profit organization that provides hairpieces to financially disadvantaged children in the United States and Canada under age 18 suffering from long-term medical hair loss from any diagnosis. Locks of Love meets a unique need for children by using donated hair to create the highest quality hair prosthetics. Most of the children helped by Locks of Love have lost their hair due to a medical condition called alopecia areata, which has no known cause or cure. The prostheses they provide help to restore their self-esteem and their confidence, enabling them to face the world and their peers. To find out how you can help support this special effort, contact Locks of Love through their website [www.locksoflove.com](http://www.locksoflove.com) or email at [info@locksoflove.org](mailto:info@locksoflove.org).

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