

THE 11 DAY POWER PLAY Cancer Resource Center



NEW ERA CAP FOUNDATION Elevate Salon



at ROSWELL PARK COMPREHENSIVE CANCER CENTER



THE 11 DAY POWER PLAY
CANCER RESOURCE CENTER



NEW ERA CAP FOUNDATION

ELEVATE
Salon



Where patients, and their families, can find...
INFORMATION, SUPPORT, COMFORT, CONNECTION and EDUCATION

Programs generously funded by donor dollars through the Roswell Park Alliance Foundations Quality of Life Programs



The 11 Day Power Play
Cancer Resource Center
offering essential support
beyond medical care.

Think of us as your cancer-education hub, providing knowledge, comfort, connection, and a stronger sense of control for patients and caregivers throughout every stage of the cancer journey.

The 11 Day Power Play Cancer Resource Center

is located on the
**First Floor
Main Hospital**
(near the Tower Elevators)

VISIT US ANYTIME
Monday – Friday
9 a.m. to 4 p.m.

As a welcoming, non-clinical space at Roswell Park Comprehensive Cancer Center, friendly staff and volunteers offer:

- Educational materials
- Programs designed to support patients and caregivers throughout their cancer journey.
- A quiet space to relax between appointments
- Answers to questions and help connect visitors to the resources and services they may need.

By helping patients and caregivers navigate the comprehensive support available, the Resource Center serves as a place that “connects the dots” and helps ensure no one feels alone during their experience.

To speak with someone from the Resource Center dial **716-845-8659**, when prompted, **(PRESS 1)**

Supportive Services

Private meetings rooms, Reiki Sessions, plus a Business Center with computers and printing.

A Place to Rest

Relax between appointments in a calm, welcoming environment with kind and compassionate staff, friendly conversation, comfort, and quiet moments throughout the day.

Here for You

Our team visits newly admitted inpatient rooms daily, offering comfort items, sharing resources, and celebrating birthdays to bring connection and care.

Trusted Information

The 11 Day Power Play Cancer Resource Center provides reliable educational materials from Roswell Park and national health organizations to help you feel informed and supported.

USE OUR BUSINESS CENTER

with
computers,
internet and
printing



We offer classes, sessions, and workshops to help **patients and caregivers** understand their care and available resources.

CLASSES INCLUDE

- Cancer Coach Info sessions
- Financial Wellness
- Nutrition Seminars
- Patient Educators available
- Chemo & Immunotherapy: What to Expect
- Wigs, Head Scarfs & Salon Support Class
- Soothing Skin Care
- Caregiver Education
- Courageous Caregivers
- Caregivers Connect

ONE-ON-ONE ASSISTANCE

- MyRoswell Patient Portal

THE 11 DAY POWER PLAY®

Driven by their own experience with cancer, founders Amy Gold and Mike Lesakowski established The 11 Day Power Play to support cancer patients and their families. Recognizing the need for enhanced patient services at Roswell Park, the organization played a key role in strengthening the Resource Center. The organization continues to support those affected by cancer, advance innovative research and clinical trials, and foster community through sport.



As of May 2026,
The 11 Day Power Play
has raised over
\$13,000,000
has sent

890 KIDS

to Camp Good Days,
supported

400 WISHES

for WNY families
and invested

\$8,000,000

funding research and
support programs at
Roswell Park – including
the naming of the
Resource Center.



New to Roswell Park?

Please stop by The 11-Day Power Play Cancer Resource Center for a warm welcome and brief tour of our space. Let us share how we can support you during your care at Roswell Park.

New Era Cap Foundation Elevate Salon

Find comfort in our spa-like salon, where our caring team is here to support you through every step of your hair loss journey.

Are you experiencing hair loss due to active cancer treatment?

WE'VE GO YOU COVERED!

Roswell Park's Complimentary WIG AND HEAD COVERING PROGRAM

Roswell Park carries an inclusive variety of wigs to best meet our patients' diverse style, texture, length and color preferences. There is a complimentary program for all patients experiencing hair loss due to their cancer treatment.

COMPLIMENTARY PATIENT SERVICES

- Pretreatment haircut
- Wig selection support
- Wig style, trim and shape
- Head shaves and beard trims
- Headband-with-hair or hat-with-hair trim
- Haircuts intended for hair donation organizations (patients only).

Beautiful Brows

Meet one-on-one with our oncology-trained esthetician to learn simple techniques to recreate flattering brows during hair loss. Each session offers personalized guidance tailored to your features, along with easy, confidence-boosting tips for everyday wear.



Wig consultations and fittings

with NYS-Licensed Stylists are available

Monday - Friday from 9 a.m. to 3 p.m.



BOOK ONLINE!

Online booking is now live for:
Wig Fittings, Stylist Services and
Esthetician appointments.



NEW ERA CAP
FOUNDATION



New Era Cap and the New Era Cap Foundation have partnered with Roswell Park for more than 20 years, supporting those affected by cancer. The Elevate Salon was made possible through their generous gift, with additional support from the Buffalo Sabres Alumni Association and their Wives, Michael and Kirsten Lawley and the Lawley family, and Bunkie Hawk.

New Era Cap Foundation Elevate Salon

is located on the

First Floor

**Scott Bieler Clinical
Sciences Center**



THE SALON IS OPEN
Monday – Friday
9 a.m. to 3 p.m.

To speak with someone from the Elevate Salon dial **716-845-8659**, when prompted, **(PRESS 2)**
Learn more at RoswellPark.org/ElevateSalon

Appointments are encouraged for all programs, services and consultations, walk-ins accommodated whenever the schedule allows.