

Hair for Hope 2010 works out with Focus Pilates

Wednesday, 2nd June 2010

In its eighth consecutive year, Hair for Hope 2010 kicked off with its first satellite event held at Focus Pilates on Wednesday, 2nd June 2010. The debut was celebrated in conjunction with the opening of Focus Pilates' second studio at Orchard Road.



A Hair for Hope first-timer, Focus Pilates proudly launched its brand-new studio with Hair for Hope 2010 on the special occasion. Instead of placing the spotlight on the new outlet, Focus Pilates' owner, Mr. Daniel Dittmar, gathered his clients to shed locks with him to raise awareness for childhood cancer.

When asked why he chose to sign up for Hair for Hope, Daniel said, "I think childhood cancer, in particular, needs more support. It is very challenging for everyone, but particularly more so for children and their families."

A total of 11 brave heads were shaved at the event, with over S\$20,000 worth of funds raised. Daniel is hoping to increase the amount to S\$25,000.

The first lady to shave for Hair for Hope 2010, Priscilia, was the only female "shavee" to part with her shoulder-length locks at Focus Pilates. She revealed that cancer took away a close friend of hers five years ago. "We used to be very close before we lost touch, but the next time I met her husband, he told me that she had passed on because of cancer. It was very shocking for me, and I feel for those who have to deal with such a terrible ordeal," said Priscilia.

The bubbly public relations officer was all smiles even while her hair was being buzzed off. "I am proud to be the first woman to shave and I call for more women to join in and support this great cause," she beamed.



This year, besides the main shaving event on 25th July 2010 at VivoCity, the Children's Cancer Foundation will be hosting 13 Hair for Hope satellite events in collaboration with respective corporate partners and schools as part of this significant annual charity drive to create awareness of childhood cancer and raise funds.

