

Hair for Hope Goes Beyond Shores at Bank of America/Merrill Lynch

Wednesday, 23rd June 2010

Bank of America/Merrill Lynch (BOA/ML) Singapore stepped up its efforts this year for Hair for Hope by inviting BOA/ML Hong Kong to conduct a simultaneous shaving session via videoconferencing.

The first-ever cross-country satellite event was held on Wednesday, 23rd June at the BOA/ML HarbourFront office with a total number of 52 shavees and 4 colleagues from Hong Kong. Both offices were connected through live streaming and their solidarity in raising awareness and pledging support for children affected by childhood cancer.



Back in 2008, BOA/ML was the first and only corporate partner to work together with CCF in organising a Hair for Hope satellite event within office premises. Said CCF Executive Director Ms Chee Wai Yee, "CCF has been blessed with active and responsible corporate partners who, through the years, remain steadfast in helping CCF deliver its services. Having been supported by both BOA/ML offices in Singapore and Hong Kong marks another milestone in our partnership with BOA/ML."

