

Bayer Schering Pharma Asia Pacific meets Hair for Hope in 2010!

Bringing the 'Hair for Hope' event to their doorsteps is Bayer Schering Pharma Asia Pacific Regional Headquarters in Singapore who was looking for a non-government organization to partner with for an employee engagement campaign designed to instill a sense of voluntarism and giving back spirit within its organization. As a result, the Children's Cancer Foundation stepped in, and a friendship was forged almost immediately.

Bayer rallied for its own 4 shavees!

On Friday August 13, Hair for Hope was held at Bayer Schering Pharma Singapore. Four courageous Bayer employees including Bayer Schering Pharma Asia Pacific Regional Head Mr Alok Kanti came forward to fulfill the outstanding mission. In addition, the company pledged 100 SGD worth of vouchers to the foundation for each shavee who came forward.



Nothing much to lose but everything to gain was Mr Alok Kanti, Bayer Schering Pharma Asia Pacific Regional Head.

Commenting after the shave, Regional Brand Manager X-ray from RMO Diagnostic Imaging Mr Martin Weigold said, "It feels amazing. To me, it doesn't hurt at all to lose my hair as it will grow back in time. But for these children, it goes a long way and I'm more than willing to do it to bring a little joy into their lives."



All game for the 'close shave' was Mr Martin Weigold, a Bayer Schering Pharma Asia Pacific employee.