

**20 July 2011 - Media Advisory**

---

## **Shave For A Good Cause Hair for Hope 2011**

For the fourth time, 15-year-old childhood cancer survivor, Jatin A Khemlani, will shave his locks at Hair for Hope, Children's Cancer Foundation (CCF)'s annual signature event to show children with cancer that it is OK to be bald.

Jatin was diagnosed with Acute Lymphoblastic Leukaemia in 1998 when he was two-and-a-half years old. His act of shaving is an expression of his gratitude for the love and care he received during his diagnosis and treatment. It is also to bring hope to children who are battling cancer. Jatin first participated in a Hair for Hope satellite event held in his school, St Patrick's Secondary, in 2008. Since then, he has been participating in Hair for Hope every year to show his support for children with cancer.

Jatin will be shaved by the **Minister for Health, Mr Gan Kim Yong**, who will grace the Hair for Hope Main Event on 23<sup>rd</sup> July 2011. CCF Patron, Associate Professor Ho Peng Kee and Chairperson of CCF, Dr Tay Miah Hiang, will also join in the ceremony by shaving the head of two female shavees, CCF Senior Programme Coordinator, Goh Ai Ling and Carolyn Teo, a member of the public.

Ai Ling, a fourth time shavee, works at the CCF Family Resource Centre located at KK Women's and Children's Hospital. She conducts social and recreational activities and play sessions for young cancer patients and these children will be thrilled to see Ai Ling in her bald look. Carolyn, a first time shavee has raised more than \$21,000 through pledges of support for her shaving, making her the top female shavee with the highest amount raised.

Into its 9<sup>th</sup> consecutive year, HfH has rallied growing support from members of the public to sacrifice their hair to bring hope to children. CCF hopes to raise at least \$1.8 million through Hair for Hope 2011, the only and largest head-shaving event.

You and your photographer/ camera crew are cordially invited to the event on:

**When:** 23 July 2011, Saturday – 11.00am to 7.00pm (See attached programme)  
24 July 2011, Sunday – 11.00am to 6.00pm

**Where:** VivoCity (Central Court) – map attached

**Media:** Photo, video and interview opportunities. Special features of Jatin, Carolyn, Ai Ling, female shavees, first time and returning shavees can be arranged.



**Children's  
Cancer  
Foundation**

For more information, please contact:

**Ms Neo Lay Tin**

Director, Corporate Partnerships

Children's Cancer Foundation

Contact: 6593 6486

Mobile : 9712 1160

Email : [neo.laytin@ccf.org.sg](mailto:neo.laytin@ccf.org.sg)





### **About Children's Cancer Foundation (CCF)**

Children's Cancer Foundation (CCF) is a non-profit organization impassioned with the mission of improving the quality of lives of children with cancer and their families through enhancing their emotional, social and medical well-being. Since 1996, CCF has helped more than 1,980 children and their families at its Resource Centre located at KK Women's & Children's Hospital (KKH) and the National University Hospital (NUH), providing them with the much needed support in their battle against the life-threatening illness.

CCF has adopted an integrated hospital-home-community service model for children and youths with cancer and their families to efficiently assist them through the different stages of the illness and recovery.

For a full list of our services and programmes, visit us at [www.ccf.org.sg](http://www.ccf.org.sg).

### **About Childhood Cancer**

In Singapore, about 100 new cases of childhood cancer are reported every year. Among the type of cancers affecting children, the most common are leukaemia, lymphomas, brain tumours and solid tumours.

These children under the age of 19 have to go through a rigorous treatment regime. Besides the physical pain caused by cancer and its treatment, young patients often feel isolated because of the withdrawal from school and prolonged stay in the hospital. Cancer is a debilitating illness that takes its toll, physically, emotionally and mentally, not only on the child but also on his or her family. We appeal for community support to help them cope with their needs at different stages of the illness. We can all play our part to facilitate reintegration of children with cancer back to our community.



## About Hair for Hope (HfH)

Through this symbolic gesture, we aim to:

1. Create awareness of childhood cancer in Singapore.
2. Show children with cancer and their families that they are not alone in their fight against cancer.
3. Tell children with cancer that it is OK to be bald.
4. Raise funds to help children with cancer and their families.
5. Build a community of support for children with cancer and their families.

HfH is the only head-shaving event in Singapore that serves to raise funds and awareness of childhood cancer. Every shaven head represents an understanding by an individual of the ordeals that a child with cancer is subjected to. HfH also provides an opportunity to garner support from the public in the form of monetary pledging. By volunteering to shave, the shavees become CCF's ambassadors in spreading childhood cancer messages to their family, friends and colleagues.

The HfH event is a community outreach programme to raise awareness of childhood cancer. We appeal to like-minded individuals to join our cause and hope to encourage at least 3,000 participants to participate in the event.

The funds raised will contribute to the overall annual \$3.5 million needed to continue providing critical programmes and services to assist our children with cancer and their families to cope with the needs at different stages of the illness.

## Past Hair for Hope's achievement

Year	Milestones
2003:	9 shavees, with \$2,000 raised
2004:	73 shavees, with \$47,000 raised
2005:	<ul style="list-style-type: none"> <li>• 310 shavees, with \$147,547 raised</li> <li>• 'Hair for Hope 2005' won the most innovative fundraising initiative award</li> </ul>
2006:	900 shavees, with \$760,227 raised
2007:	467 shavees, amongst which over a quarter were females; with \$433,469 raised
2008:	<ul style="list-style-type: none"> <li>• 721 shavees at the main event, amongst which 159 were females and nearly 400 were first-timers</li> <li>• CCF launched 4 successful satellite events with corporate partners and schools, leading up to a grand total of 1,112 shavees and \$546,331.27 raised</li> </ul>
2009:	1,842 shavees, with a record number of 252 females, 13 satellite events and \$1,019,723 raised
2010:	2,603 shavees, with \$1,471,172 raised and highest record of 325 female shavees at main event



**Children's  
Cancer  
Foundation**



**Hair for Hope**

**Location of Vivocity**



**Programme Lineup on Saturday, 23<sup>rd</sup> July 2011**

<b>TIME</b>	<b>EVENT 2011</b>
10:00 am	Registration starts & all booths to open
11:00 am	Shaving commences
12:20 pm	Arrival of Minister
12:25 pm	Welcome address by CCF chairman- Dr Tay Miah Hiang
12.30 pm	Presentation of tokens of appreciation by Minister to sponsors and satellite partners
12:45 pm	<ul style="list-style-type: none"> <li>• Symbolic shaving of childhood cancer survivor, Jatin A Khemlani by Minister</li> <li>• Symbolic shaving of CCF Senior Programme Coordinator, Goh Ai Ling by CCF Patron, Associate Professor Ho Peng Kee</li> <li>• Symbolic shaving of Carolyn Teo by Chairperson of CCF, Dr Tay Miah Hiang</li> </ul>
1:00 pm	<ul style="list-style-type: none"> <li>• Tour of public education exhibition by Minister</li> <li>• Public shaving of registered and walk-in shavees resumes</li> </ul>
1.20 pm	Minister takes his leave