



News Release for the Editor's Desk

"Hair for Hope 2007" - Shaving bald in solidarity of children with cancer

- More than \$100,000 raised through online pledges as to date!

Singapore (27 June 2007) – With less than 5 days away from the main event, the online donation pledges that started in mid May 07 have surpassed \$100,000. The Children's Cancer Foundation (CCF) hopes to raise at least \$250,000 through the Hair for Hope (HfH) event to aid in the provision of various programmes and services to the CCF beneficiaries. Volunteer-shavees who opted to collect donations via pledge cards can also do so from 20 June to 14 July 07.

HfH was inceptioned in 2003, and this year, 300 plus volunteer-shavees comprising toddlers – the youngest at 7 months old, to students, families, and even the elderly in the 60s, will be parting with their locks in solidarity of children with cancer. Treatment of cancer, including chemotherapy causes hair loss and the symbolic act undertaken by these volunteer-shavees represents their understanding of the ordeals, which a child with cancer is subjected to. Our objectives for HfH are as follows:

- 1) Raise public awareness on childhood cancer
- 2) Tell every child and family that they are not alone in their fight against cancer
- 3) Raise funds for CCF through donation pledges from family and friends

Opening the event is guest-of-honour, Mr Abdullah Tarmugi, Speaker of Parliament, MP of East Coast GRC (Siglap). Said Mr Abdullah Tarmugi, *"It is extremely heart-warming to see the strong community support for the Hair for Hope event. Various organisations from the private and public sectors have also come forward to help the Foundation increase awareness of childhood cancer and impacting the lives of children with cancer and their families. This is truly a meaningful event and we highly commend and applaud those volunteers who are forgoing their hair in support of this cause"*.

First time participants include parents of a 3-year-old child who recently completed chemotherapy treatment. Said Mr & Mrs Do Huu Phuoc, *"our daughter was diagnosed late last year, and even*

though she knows how much we love her, we just want to show her our actions in going bald. In so doing, we also want to commemorate those who battled cancer bravely and didn't make it".

Said another female shavee, 26-year-old Ng Leng Hwee who is shaving with her 65-year-old dad, the oldest participant, *"We had relatives who passed on from lung and liver cancers, and we just want to make a difference to someone's life, be it a child or adult as the pain is there. It must be difficult for the child to lose hair during treatment, and the pain is added on when their peers who do not understand reject them. People may think that female shavees might feel more awkward, but, it's not how others view you but how you view yourself".*

A number of participating companies and clubs will also be shaving with their respective staff and they include: Chartered Semiconductor Manufacturing Ltd, Outward Bound Singapore, Boncafé International Pte Ltd, Harley Owners Group (Singapore Chapter) and long time supporter of CCF - Fuji Xerox Singapore Pte Ltd.

Said Mr Richard Teo, Chairman-CSR Committee, Fuji Xerox Singapore, *"While Fuji Xerox takes pride in providing our staff with the best in training and development, we also impart in them a sense of empathy and care for the community. In recent years, our company has expanded our perspective on community engagement and corporate citizenship, not just by donating money, but by direct and different forms of involvement. We are especially proud of our 16 colleagues who will be bravely shedding their locks on 1 July. They are not only sending a message of hope and love to our children, they are also demonstrating respect and concern for the well-being of people and their families."*

In addition, Merrill Lynch will also be matching dollar for dollar pledges raised by 2 of their staff. Also, from 13 June 07 to 7 July 07, Procter & Gamble (P&G) will donate 5% from their sales of "Pantene" and "Head & Shoulders" to CCF sold at 65 NTUC FairPrice outlets island wide."

The official hairstylist for HfH 07 is KIMAGE Salon, who is supporting this event for the 2nd year running. Said Ms Monica Tan, Director of KIMAGE Salon, *"It is our privilege to support CCF in this charity event and contribute in this worthy cause. We are very proud of all the brave volunteer shavees who are lending support to children who need our encouragement".*

As part of CCF's community outreach, Edgefield Primary School and Montfort Junior will also be participating in the hair-shaving satellite event at their respective school grounds. This way, childhood cancer messages can be spread amongst the children.

We invite all press to join us at Hair for Hope 2007.

Date & Time: 1 July 2007 (Sunday) from 12nn to 7pm/

Venue: Velocity @ Novena Square

Enc: programme details

Notes to Editor

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) has helped around 1,300 children and their families since its inception in 1992. CCF is an independent Voluntary Welfare Organisation (VWO) that helps children with cancer below 18 years old. Its mission is to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being.

Among the free services CCF provides are

- Casework and Counselling
- Therapeutic Play
- Parents Support Programme
- Bereavement Programme
- Financial Assistance
- Childhood Cancer Transplant Programme
- Wishlink
- Back-to-School Programme
- Tuition and Befriending Programme
- Social and Recreational Programmes

CCF has three Family Support Centres (FSCs) where counselling and other related activities take place. The FSCs are located just outside the childhood cancer ward of both the KK Women's & Children's Hospital (KKH) and the National University Hospital (NUH) for easy accessibility by children and their families. CCF also has a playroom located at the National Cancer Centre (Singapore General Hospital) next to the Radiation Oncology department

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***Hair for Hope 2007 – Programme
1 July 2007 (Sunday), 12nn to 7pm
Velocity@NovenaSquare***

Time (hrs)	Programme Highlights
1200	Opening Address by CCF's Vice Chairperson, Mr Ravi Sivalingam
1205	Cheque Presentation by Fuji Xerox Singapore Pte Ltd
1215-1315	Shaving session
1320-1420	Shaving session
1430	Arrival of guest-of-honour, Mr Abdullah Tarmugi, Speaker of Parliament, MP of East Coast GRC (Siglap)
1440-1540	Shaving session
1550	Performance item by MediaCorp child artiste Megan
1615-1715	Shaving session
1720	Sweetheart the Ventriloquist Show
1735-1835	Special Guest artiste appearance by Mr Gurmit Singh Shaving session
1840	Presentation of tokens to sponsors and partners
1900	End of Event

Other fringe activities throughout the day:

- Special appearance by the Yummi Bear mascot from 1pm to 4pm
- Roving Magicians from 2pm to 5pm
- Balloon sculpting from 12nn to 6pm