



## **Media Release**

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### **Launching the First Childhood Cancer Educational Play for Secondary Schools**

#### **Fuji-Xerox partners with Children's Cancer Foundation to share story of a teen's struggle with cancer in schools**

**Singapore (27 July 2005)** – Professional actors will take the stage from 1 August onwards to share with secondary school students about the story of an aspiring teenager, Peter, who found himself stricken with bone cancer. With the help and support of his physiotherapist and friends, he conquered the psychological barrier of the illness and emerged a stronger person to live out his dream of being a marathon runner like Terry Fox.

Titled "CCF-Fuji Xerox EduPlay", it will be the first time that an educational message on childhood cancer is shared with the secondary school students in Singapore through a professional play. This is part of CCF's Childhood CARE (Cancer Raising Awareness Education) Programme where we actively reach out to the schools through talks and this educational play is only possible with the kind sponsorship from Fuji-Xerox.

"Peter may be a fictional character but there are many children and teenagers in CCF who hold dreams that they want to achieve in their lifetime. Some aspire to be professional sportsmen like Ronald Susilo, while some desire to be doctors. However, cancer can leave the child with side effects like loss of a limb or the temporary loss of hair that their friends or schoolmates may not fully understand and empathise," said Ms Betty Lee, Community Partnerships Manager, Children's Cancer Foundation. "Through the play, we hope to send the message that children with cancer can strive to lead a normal life again, but they need the acceptance and support of their friends and community."

Fuji Xerox Singapore fully understands their needs and supports the initiative. As Mr Koh Ching Hong, Managing Director, added, "The Children's Cancer Foundation (CCF) has been Fuji Xerox Singapore's adopted charity over the years and our company actively supports the CCF to raise funds through a series of activities every year."

As our own work environment is founded on the dignity and respect for people, we sponsored this EduPlay to encourage our students to adopt a more tolerant and caring attitude towards children who are less fortunate. At the same time, the play also portrays the strength and bravery of these children.”

The play will be launched at Ngee Ann Secondary School, an avid supporter of the Children’s Cancer Foundation. Mr Chua Chor Huat, the Principal, expressed, “Supporting the Children Cancer Foundation in its launch of the play is an extension of our school’s efforts to promote the ideals of a caring society among our students. The play will heighten their awareness of the struggles children with cancer have to go through and hence, giving the students a better understanding and deeper meaning to the school’s relentless volunteer efforts for the Foundation.”

All press are invited to the launch of the CCF-Fuji Xerox EduPlay.

### **Launch of CCF - Fuji Xerox EduPlay details**

Date: 1 August 2005 (Monday)  
Time: 12.40pm - 1.40pm  
Venue: School Hall  
Ngee Ann Secondary School  
1 Tampines St 32

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### **Notes to Editor**

#### **Childhood CARE (Cancer Awareness Raising Education) Programme**

The programme was launched in 1999 with the objective of raising awareness of childhood cancer in the schools, through dispelling the myths of childhood cancers. Since then, we have reached out to about 120 schools in Singapore through talks, events and exhibitions.

#### **About Children’s Cancer Foundation**

**Children’s Cancer Foundation (CCF)** has helped about 1,100 families since its inception in 1992. CCF is an independent Voluntary Welfare Organisation (VWO) that helps children with cancer below 17 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

- Counselling and Casework
- Therapeutic Play
- Parents Support Groups
- Financial Assistance
- Back-to-School Programme
- Childhood Cancer Marrow Transplant Programme and
- Bereavement Programme.

CCF has two 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.

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