



News Release for the Editor's Desk

"HAIR for HOPE" Lose your Hair, Light a Heart!

More than 500 volunteers, aged from 1 to 65 years old, will part with their locks in aid of children with cancer.

Singapore (17 July 2006) – More than 500 volunteers will sacrifice their hair to send the message of hope and love to children with cancer. Cancer treatment causes hair loss in patients, and every shaven head by a volunteer represents the understanding by an individual of the ordeals which a child with cancer is subjected to.

Said Mr Raphael Lim, Executive Director of Children's Cancer Foundation (CCF), "We applaud the efforts and dedication of our volunteers who have always been there for our CCF children and it is encouraging to see such a big group of volunteers coming forth to support this cause. Community support for Hair for Hope (HfH) is exemplified by the involvement of various organisations from the private and public sectors which have readily come forward to help increase awareness of childhood cancer".

Volunteer-shavees comprising men, ladies and even 1-year olds will part with their locks at HfH. Opening the event is guest-of-honour, Associate Professor Ho Peng Kee, Senior Minister of State for Law and Home Affairs, Patron of CCF.

Most noteworthy is that a family of 3 is taking part; Mr & Mrs Julian Ang and their 1-year old daughter. Said Mr & Mrs Ang, "Our mothers had breast cancer and we can understand the pain children with cancer face. Thus, we want to show our support as a family for these children.

The charitable hearts of 8 Montfort Primary School students are also part of HfH 2006. Said Mr Henry Lee, teacher, "When I mentioned my decision to go bald for this cause, 8 of my Primary 6 students courageously volunteered to join in. They fully understand the significance of their actions and knowing that some children of their age group are battling cancer, makes them want to do even more for these children".

We are also seeing a 170% increase from 2005 in the number of lady shavees who have signed up. This year, we have over 80 lady shavees who will be joining HfH 2006. 27 year-old Ms Ng Hui Ling says, "This is my first time taking part in a charity event that requires me to be bald. I think it's a real privilege to lend support to these brave children who need our encouragement".

Besides members of the public, medical professionals from The Cancer Institute are also joining in the cause. Among them, Mr Chew Lip Teck, a radiation physicist and Dr Rahul Mukherjee will be shaving their heads to help raise funds for children with cancer.

"It's a way to show our care for these children. I want to let them know that losing hair is no big deal but their courage to go through treatment is admirable", said Dr Mukherjee. His family is very excited about his participation and will cheer him on at the event.

Fuji Xerox Singapore Pte Ltd, a long time supporter of CCF, will also match dollar for dollar on pledges raised by 11 of their staff members taking part in HfH.

Prior to the event, all volunteers were also given pledge cards from CCF to raise funds from their colleagues and friends. Volunteers are also able to share online with their friends the reason for them wanting to shave through a web-based pledging module introduced for the first time this year.

Said Ms Monica Tan, Director of Kimage Salon, "We applaud the courage of these like-minded individuals who volunteer to have their head shaved bald. It is truly a symbolic gesture that encourages children with cancer not to view their hair loss as a setback. There is plenty of support and love for these children and Kimage Salon is happy to be able to share in this cause.

HfH has grown in numbers from a humble beginning in 2003 with 9 volunteer shavees to more than 500 this year. Through this symbolic gesture by the volunteers, we hope to:

- 1) Tell every child with cancer that they are not alone in the fight and that there is nothing wrong about losing their hair or being bald
- 2) Raise funds in aid of CCF
- 3) Create awareness on childhood cancer in Singapore

We invite all press to join us at HfH.

Hair for Hope details

Dates & Time: 23 & 30 July 2006 / 12pm to 5pm

Venue: Suntec City Mall, Fountain of Wealth

Enc: programme details

Notes to Editor

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) has helped more than 1,200 children and their 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 & Workshops
- Bereavement Programme
- Financial Assistance
- Childhood Cancer Marrow Transplant Programme
- Wishlink
- Supervised Play
- Back-to-School Programme
- Resource Libraries
- Tuition and Befriending programme
- Social and Recreational Programmes
- Educational Talks and Workshops

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 Children's Medical Institute, National University Hospital (NUH) for easy accessibility by children and their families. CCF also has a playroom at the National Cancer Centre (Singapore General Hospital) next to the Radiation Oncology department.

For more information, please contact:

Ms Adeline Sim

Community Partnerships Officer
Children's Cancer Foundation
Tel: 6835 6473
Fax: 6835 0032
E-mail: adeline.sim@ccf.org.sg

Ms Joanna Ong

Community Partnerships Officer
Children's Cancer Foundation
Tel: 6835 6467
Fax: 6835 0032
E-mail: joanna.ong@ccf.org.sg

Main website: www.ccf.org.sg

HfH website: www.ccf.org.sg/hfh

Contact numbers: (HP) 8288 3196 / 8123 9324

Hair for Hope – 23 July 2006

**below is a tentative programme schedule, timing may be subjected to changes (Shaving sessions will be conducted in between the programme time slots).*

Time	Programme
12noon	Arrival of Guest of Honour (G.O.H.) Associate Professor Ho Peng Kee, Senior Minister of State for Law & Home Affairs, Patron of the Children's Cancer Foundation.
12.10pm	Ceremonial shave by G.O.H. of CCF's Executive Director, Mr Raphael Lim
12.25pm	Shaving session for Fuji Xerox Singapore
12.30pm	Cheque presentation from Fuji Xerox Singapore's General Manager to G.O.H.
1.15pm	Dance performance by the CCF beneficiaries
1.55pm	Performance by Singapore Magic Circle
2.40pm	Special Appearance by MediaCorp Artiste, Mr Adrian Pang
3.30pm	Performance by Singapore Magic Circle
3.45pm	Shaving session for Singapore Tucson Owners group
4.30pm	Closing

Hair for Hope – 30 July 2006

Time	Programme
12noon	Welcome Address by CCF's Executive Director, Mr Raphael Lim Ceremonial shave by CCF's Executive Director, Mr Raphael Lim
12.45pm	Dance performance by the CCF beneficiaries
1.00pm	Special Appearance by Comedian, Ms Abigail Chay
1.30pm	Performance by Singapore Magic Circle
2.30pm	Performance by Singapore Magic Circle Special Appearance by MediaCorp Artist, Mr Adrian Pang
3.30pm	Song performance by Entertainer-Artiste, Ms Daisy
4.30pm	Token of appreciation to sponsors by CCF's Executive Director, Mr Raphael Lim
4.50pm	Closing