



## **Media Release**

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### **Raising Fund in the midst of wavering public confidence**

#### **“Hair for Hope” attracts volunteers to shave hair and raise funds for childhood cancer.**

**Singapore (29 July 2005)** – A group of 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.

Dr Tan Hiang Khoo, Chairman of CCF said, “Public confidence needs to be restored and CCF applauds the efforts and dedication of volunteers who stood by the CCF children. On our part, the CCF strives to seek the support from members of the public to continue believing in the mission and work of Volunteer Welfare Organisations (VWOs). Through Hair For Hope, the CCF will help our donors understand that funds raised are used as intended, which is to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being.

So far, close to 100 volunteers, comprising men, ladies and children, have agreed to part with their locks on 14<sup>th</sup> and 20<sup>th</sup> August 2005. Volunteers will receive pledge cards to raise funds from their colleagues and friends.

“When we first started in 2003, there were nine of us who shaved our heads. In 2004, we decided to appeal for more people to join us – to raise funds and to tell every child with cancer that he / she is not alone in the fight,” commented Mr Adrian Lee, the project’s initiator. He added, “The target for this year is to gather at least 300 participants and we hope more will join in this meaningful cause.”

Already, there are plans to further reach out to the masses by holding events in conjunction with Jean Yip Group, corporate sponsor for Hair For Hope. Jean Yip is lending its brand and professional hairstylists to organise the events. CapitaLand Retail Limited, the property management of Tampines Mall is sponsoring the event venue on 14<sup>th</sup> August. In addition, students from Jean Yip Academy will participate in the 8<sup>th</sup> August "Hair For Hope" event organised by Hwa Chong Institution (College Section) as part of their National Day's celebration.

Said Mr Mervin Wee, Managing Director of Jean Yip Group, "This is a very symbolic gesture by the volunteers who volunteer to have their head shaved bald. The stigma associated with cancer and being bald needs to be dispelled. Hair for Hope encourages children with cancer not to view their hair loss as a setback and that there is plenty of support and love for them. Jean Yip Group is happy to be able to be part of it and make this known to them."

The Vice-Principal of Hwa Chong Institution (College Section), Mrs Chin said, ""We are proud that our students have taken the initiative to partner the Children's Cancer Foundation in this project. The Institution will support our students in their passion to serve the community".

All press are invited to the Hair for Hope events.

### **Hair for Hope details**

Date: 14 August 2005  
Time: 12pm to 4pm  
Venue: Tampines Mall Atrium (4 Tampines Central 5)

Date: 20 August 2005  
Time: 12pm to 6pm  
Venue: Wisma Atria 1<sup>st</sup> Floor, The Atrium

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## **Notes to Editor**

### **Hair For Hope**

Hair for Hope 2005 is an initiative to invite the public to shave their heads and show support for children with cancer. It is held for the third year running. To register, please visit [www.ccf.org.sg](http://www.ccf.org.sg).

### **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.

### **For more information, please contact:**

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