



**Children's
Cancer
Foundation**

FOR IMMEDIATE RELEASE – MEDIA RELEASE

Shaving Bald to Raise Childhood Cancer Awareness

Singapore, 28 July 2018 – Nine-year-old **Wilson Wu Wen Hong** was diagnosed with Neuroblastoma in 2013, at the age of five. With his cancer in remission, Wilson hopes to inspire fellow children battling childhood cancer, to stay resilient in their journey. Through the act of shaving at Hair for Hope (HfH), the signature outreach event organised by the Children's Cancer Foundation (CCF), Wilson wishes to express his gratitude to CCF for helping him and his family during the cancer journey and to raise funds for the Foundation.

Wilson's sheer determination to win the battle has seen him through medical treatments ranging from surgery to autologous stem-cell transplant, to radiotherapy and chemotherapy. Wilson also has received CCF's psychosocial support, which has helped to increase his level of positivity and readiness for the medical procedures.

Joining Wilson for the ceremonial shave is 25-year-old childhood cancer survivor, **Sheam Kannan**. This would be Sheam's thirteenth time shaving for HfH. He was diagnosed with Acute Lymphoblastic Leukaemia when he was three. It was at CCF's children's camps that Sheam got to participate in rock-climbing and adventurous races at a manageable pace he could keep up with. The friendships he forged there with other survivors made him happier and more confident. At age 13, this sense of community motivated him to round up a group of fellow cancer survivors who called themselves the "CCF Youth Committee" to volunteer at CCF events.

Now a final-year university student, he hopes to continue making time for volunteering after his graduation. Giving back to society and to the cause of helping children with cancer, is what Sheam hopes to do through his symbolic act of shaving bald.

The third ceremonial shavee, and making his first bald statement, is 35-year-old caregiver **Horis Bin Hosri**, whose four-year-old child, Asfa Binte Horis, is still fighting childhood cancer. Asfa was diagnosed with Acute Lymphoblastic Leukaemia at the young age of two. In February 2018, she started attending lessons at CCF's Place for Academic Learning and Support (PALS). By shaving in the capacity of a caregiver, he hopes to encourage other caregivers to soldier on, in winning the battle against cancer.

Now in its 16th consecutive run, CCF hopes to garner the support of at least 6,500 shavees and raise \$3.6 million to run its free programmes and services for its beneficiaries. Prior to the two-day main event at VivoCity, more than 2,400 individuals have already shaved bald at 52 satellite events that took place from April to July. These events spanned across corporate offices, schools, grassroots organisations and public agencies islandwide.

Gracing this year's HfH is **Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development**. Mr Lee led the opening ceremony of HfH 2018, by shaving Wilson on stage. CCF Patron, Associate Professor Ho Peng Kee, and CCF Chairperson, Mr Ho Cheng Huat, also joined in the ceremonial shaving.



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CCF Chairperson, Mr Ho Cheng Huat, said, "Through shaving their heads, our shavees tell children with cancer that they do not stand alone, that others stand with them, and that we can fight cancer together."

To express CCF's heartfelt gratitude and commend the staunch support of its long-standing satellite partners, two HfH satellite partners, **Deutsche Bank AG** and **Sentosa Development Corporation**, were presented the five-year award from CCF.

Going beyond dedicating time and effort to support the HfH main event and seven satellite events, QB House Singapore also initiated a two-day donation drive in support of CCF on 14 and 15 July 2018, by donating \$1 for every haircut across all 36 QB House Singapore outlets islandwide. The initiative raised a total of \$7,113. Over the two-day main event, a total of 58 hairstylists from QB Net International Pte Ltd, HfH's Official Hairstylist, have volunteered their time and skills to support the cause. 20 of the stylists have joined the event, from overseas.

HfH 2018 is made possible, through the kind support of Tote Board - Major Sponsor; VivoCity - Official Venue; QB Net International Pte Ltd - Official Hairstylist; MOTHERS & SONS – Official Brand Partner; Seamless Communications – Official Digital Partner; Singapore Press Holdings Limited and MediaCorp OOH Media – Official Digital Outdoor Media; CWT Pte. Limited – Official Logistics Partner; Selfiprint Singapore Pte Ltd – Official Photo Booth Partner; White Paper Communications Pte Ltd - Official Print Partner; Power 98FM and 88.3JiaFM - Official Radio Stations; LaVida, PAL Pictures – Official Partners; BLD Lifestyle Pte Ltd, EC House Pte Ltd, Hair Fitness, KC Group Pte Ltd, Shunji Matsuo Pte Ltd, We Need a Hero Pte Ltd – Supporting Hairstylists.

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Annex A

About Children's Cancer Foundation (CCF)

Children's Cancer Foundation (CCF) is a non-profit organisation, with a mission to improve the quality of life of children with cancer and their families through enhancing their emotional, social and medical well-being.

Founded in 1992, CCF provides children with cancer and their families the much needed support in their battle against the life-threatening illness. Over the years, CCF has helped close to 3,000 children and their families at different stages of the illness and recovery. Armed with the vision of providing world-class resources and psychosocial services to families impacted by childhood cancer, CCF employs professional caseworkers and counsellors, and adopts an integrated hospital-home-community service model to offer a spectrum of critical services to our beneficiaries.

About Childhood Cancer

In Singapore, between 140 and 200 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)

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. By volunteering to shave, the shavees become CCF's ambassadors in spreading childhood cancer messages to their family, friends and colleagues.

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

The funds raised will enable CCF 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 and recovery.