



**Children's
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Foundation**



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“Together we are Stronger”: Hair for Hope 2017 returns for its 15th run

SINGAPORE, Jul 29: The Children’s Cancer Foundation’s (CCF) annual community outreach and fundraising event Hair for Hope 2017 (HfH) returned for its 15th run at VivoCity on Jul 29 and 30 (Saturday and Sunday).

The two-day event is expected to attract more than 2,500 shavees. Prior to the HfH 2017 main event, 2,563 individuals had shaved at 48 satellite events that took place from April to July. These events spanned across corporate offices, schools, grassroots organisations and places of worship islandwide.

Handpicked from their respective backgrounds to represent the **Corporate, Community and School sectors**, the six ceremonial shavees were: CCF Chairperson Mr Ho Cheng Huat, CCF beneficiary Low Wen Pei, bereaved caregiver Mr Harry Teo, ComfortDelGro cabby Mr Stannley Chiok, Montfort Junior student Joshua Gacilan and one of HfH 2017’s top individual shavees in terms of funds raised, veteran filmmaker Mr Daniel Yun.

Minister for Social and Family Development Mr Tan Chuan-Jin, CCF Patron Associate Professor Ho Peng Kee, CCF Executive Director Ms Neo Lay Tin, Head of



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Investment and Asset Management at VivoCity Mr Koh Wee Leong, QB House Senior Manager Mr Mikami Keigo and caregiver Mdm Koh Peng Eng kicked off the event this morning by shaving the heads of six individuals on stage.

CCF beneficiary and first-time Hair for Hope shavee Wen Pei, was diagnosed with Stage 2 Burkitt's lymphoma in 2013. She battled with the illness for close to half a year and the 14-year-old cancer survivor is now actively spreading positivity to other children still battling with cancer. Having personally experienced the lows of being ostracised by her friends due to her hair-loss during chemotherapy treatment, Wen Pei seeks to erase the social stigma of baldness.

Singapore veteran film producer 59-year-old Mr Daniel Yun, one of the current top five individual shavees in terms of funds raised, also shaved for the first time to raise childhood cancer awareness. Last year, Daniel witnessed a female friend having her head shaved at HfH. Greatly inspired by his friend's courage in standing in solidarity with children affected by cancer, Daniel decided to participate in HfH 2017 to encourage children with cancer that they are not alone in their fight against cancer. To date, Daniel has raised more than S\$24,400 for CCF.

Said **Minister Tan**: "To all who are making a 'bald' statement today to stand in solidarity with children with cancer – I do applaud your effort and courage. Every shaven head represents an individual's understanding of the ordeals that a child with cancer has to journey through. It is a proclamation that it is okay to be bald and that the children are not alone in their fight against cancer."

Said **CCF Chairperson Ho Cheng Huat**: "When shavees make this 'bald' statement, they become ambassadors in raising childhood cancer awareness among their family and friends. We are immensely grateful to like-minded corporate partners and individuals for the strong support over the years. Their concerted efforts and generous



giving have helped our children and families to bravely face and overcome their challenges. Indeed, Together we are Stronger.”

Four organisations – Health Sciences Authority, ST Electronics (Info-comm) Systems, Singapore Technologies Kinetics and Thermo Fisher Scientific – were commended for hosting HfH satellite events at their premises for five years.

Over the two-day main event, 88 hairstylists, and staff from QB Net International volunteered their time and skills to support the good cause. The Japanese hair salon chain has been supporting HfH satellite events since 2012 and HfH is the first social cause in Singapore that it has contributed to. Of the hairstylists who offered their time, 11 flew in from Japan, while four came from Hong Kong, and six from Taiwan.

Going beyond dedicating time and effort to support the HfH main event and 48 satellite events, QB Net International initiated a two-day donation drive in support of CCF on 15 and 16 July 2017 by donating S\$1 for every completed haircut at all 35 QB House Singapore outlets islandwide. The initiative raised a total of S\$6,658.88.

Hair for Hope was initiated 15 years ago by a group of nine volunteers who decided to shave to tell children that it is OK to be bald. Since then, the annual outreach event has been strongly supported by volunteers from all walks of life, ranging from volunteer hairstylists to photographers and event helpers.

HfH 2017 is made possible through the kind support of TOTE BOARD GROUP – Major Sponsor, VivoCity – Official Venue; QB Net International Pte Ltd – Official Hairstylist; MOTHERS AND SONS – Official Brand Partner; Eggsplare Pte Ltd – Official Digital Partner; CWT Limited – Official Logistics Partner; Singapore Press Holdings Limited – Official Digital Outdoor Media; Mediacorp OOH Media – Official Out-of-Home Media;



White Paper Communications Pte Ltd - Official Print Partner; So Drama! Entertainment Pte Ltd – Official Radio Stations; CabbyCare Charity Group, Qualcomm Incorporated via Give2Asia, KC Group Pte Ltd – Official Partners; 99 Percent Hair Studio, DF Salon, Ecorganics, Hair Fitness, Heritage Hair Pte Ltd, Project Hair Pte Ltd – Supporting Hairstylists.

** For detailed profiles of the six ceremonial shavees, please refer to **Annex A**.*

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Photo 1: Guest-of-Honour Minister for Social and Family Development Mr Tan Chuan-Jin (right) taking a 'selfie' with Children's Cancer Foundation beneficiary and first-time Hair for Hope shavee Low Wen Pei (left).

(Photo: Children's Cancer Foundation)



Photo 2: Children's Cancer Foundation Executive Director Ms Neo Lay Tin (in red) shaving the head of veteran filmmaker Mr Daniel Yun on stage. Mr Yun is also one of the current top five individual shavees in terms of funds raised.

(Photo: Children's Cancer Foundation)



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Photo 3: Guest-of-Honour Minister for Social and Family Development Mr Tan Chuan-Jin (centre) receiving a token of appreciation from Children's Cancer Foundation Patron Associate Professor Ho Peng Kee (extreme left), CCF beneficiary Low Wen Pei and CCF Chairperson Ho Cheng Huat (extreme right).

(Photo: Children's Cancer Foundation)

Annex A

Name of ceremonial shavee	Summary
<p>Mr Ho Cheng Huat 何请发 CCF Chairperson 54 years old</p>	<p>Mr Ho Cheng Huat began his journey of volunteering in 1998 at CCF, where he took on simultaneous roles, including being a Management Committee member overseeing volunteer management and a tutor to a Primary 5 boy.</p> <p>He first heard of the Foundation when he was roped in by his friend to be a facilitator for a CCF family retreat. He assumed the role of Chairperson in 2014.</p> <p>This will be his fourth time shaving at Hair for Hope. Said Mr Ho: "When shavees make this</p>



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'bald' statement, they become ambassadors in raising childhood cancer awareness among their family and friends. We are immensely grateful to like-minded corporate partners and individuals for the strong support over the years. Their concerted efforts and generous giving have helped our children and families to bravely face and overcome their challenges. Indeed, Together we are Stronger."



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Low Wen Pei
刘雯佩
CCF beneficiary
14 years old

Low Wen Pei was diagnosed with Stage 2 Burkitt's lymphoma in 2013. Having personally experienced the lows of being ostracised by her friends, the 14-year-old cancer survivor hopes to erase the social stigma of baldness.

“I have gone through the phase of not becoming somebody’s friend just because I was bald,” she said. “I completely understand the situation and I want to tell children with cancer that with self-confidence, it’s OK to be bald.”

She had since recovered and returned to school, and is now actively spreading positivity to other children still battling with cancer. “When people mention the ‘C word’, negative connotations start coming in. Instead of associating the word with death, why not see it as a process of growth?” she asked.

<p>Mr Harry Teo 张敬仪 Caregiver 50 years old</p>	<p>Participating in HfH for the third time was 50-year-old Mr Harry Teo. As a grieving father who lost his daughter to osteosarcoma, Mr Teo decided to go bald in remembrance of Kristie Teo's brave fight against cancer.</p> <p>In June 2013, the active and outgoing netballer was diagnosed with bone cancer at the age of 12. Kristie courageously weathered rounds of chemotherapy, radiotherapy and NK-cell therapy, but eventually succumbed to the sickness after two years. By shaving, Mr Teo hopes to encourage other bereaved parents to embrace the journey of life and to soldier on.</p>
<p>Mr Daniel Yun 云晖翔 Veteran filmmaker / One of the Top 5 HfH fundraisers 59 years old</p>	<p>As one of the top fundraisers in HfH 2017, veteran filmmaker Mr Daniel Yun, 59, fervently rallied work associates, friends and family members to join him in the good cause. To date, Mr Yun has raised more than S\$24,400 for CCF.</p> <p>"Cancer prevention and treatment as a subject is still distant to many – until a loved one, a relative, or someone in family is diagnosed with cancer," Mr Yun said. "I also sense social stigma, guilt and shame, which is sad."</p> <p>He added: "I hope there is more awareness,</p>



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	<p>more understanding and more acceptance. After I have shaved, I will still be out and about. I am thankful I am healthy. When my colleagues, friends and family members see me, I hope they will see cancer prevention, cancer treatment and cancer itself with a new pair of eyes.”</p>
<p>Mr Stannley Chiok Eng Chuan 石益铨 ComfortDelGro cabby / CabbyCare Charity Group member 42 years old</p>	<p>Hoping to drive home the message that everyone can play their part in offering support to children with cancer is 42-year-old <u>Mr Stannley Chiok</u>.</p> <p>The ComfortDelGro cabby, who is a member of CabbyCare Charity Group, is compassionate about helping the less fortunate. He said: “The first step is always the hardest. But I promise that you will not regret after taking that first step.”</p> <p>“And to the children and their family members who are fighting cancer every day, I want to say that we are supporting you every step of the way,” he added.</p>



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Joshua Gacilan
Montfort Junior student
12 years old

12-year-old **Joshua Gacilan** is a student from Montfort School. His conviction to help CCF raise funds for its beneficiaries stemmed from a visit to the Philippines in June 2013.

Joshua, then 8-year-old, saw a boy around his age being pushed by his mother in a stroller. The curious Joshua approached the boy's mother and chatted with her, before realising that they were on their way to the hospital in Manila for assistance.

Joshua may not have been able to render assistance at that point in time, but the incidental encounter since prompted him to take part in the annual HfH satellite event at Montfort School. The school has been a Hair for Hope satellite partner for the 11th time this year.



Annex B

About Children's Cancer Foundation

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 more than 2,800 children and their families at different stages of the illness.

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 180 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.



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Annex C

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.

Quick Facts	
Annual fundraising target for CCF	More than \$6 million
Number of children and their families served in 2016	Approximately 2,000 beneficiaries
Number of newly diagnosed cases with childhood cancer in 2016	138
Largest age group of newly diagnosed children in 2016	0-4 years old
Most common type of cancer	Acute Lymphoblastic Leukaemia (ALL)
Survival rate for Leukaemia	90%



Annex D

Hair for Hope's key milestones

2003

The idea for Hair for Hope was mooted by a group of nine CCF volunteers. They decided to shave their heads as a symbolic gesture to help create awareness for children with cancer, in conjunction with the annual CCF fundraising event, Tulips Hearts Day.

2005

Hair for Hope won the most innovative fundraising initiative award from the National Volunteer and Philanthropy Centre.

2009

The total funds raised at Hair for Hope 2009 crossed the S\$1 million mark for the first time.

2012

Hair for Hope celebrated its 10th year. With 45 satellite events at schools, corporate offices, religious and grassroots associations islandwide from May to July, Hair for Hope 2012 hit a total of 6,647 shavees and raised more than S\$3.8 million.

2013

Hair for Hope 2013 attracted an unprecedented 7,316 shavees, raising more than S\$4.3 million. A total of 51 satellite events were held across 16 schools, 34 corporate offices and a grassroots organisation between May and July.

2015

Hitting a record high of 54 satellite events held at 33 corporate offices, 14 schools and seven grassroots organisations, Hair for Hope 2015 saw 6,190 shavees raise more than S\$3.34 million for CCF beneficiaries and their families.

2016

Hair for Hope 2016 broke new grounds with 17 new satellite partners coming on board. The campaign raised more than S\$3.8 million and saw a total of 6,151 shaven heads at the two-day main event held at VivoCity, and 52 satellite events across 35 corporate offices, 11 schools and six grassroots organisations.

Annex E

List of Hair for Hope 2017 satellite partners

S/N	Name of Satellite Partners	S/N	Name of Satellite Partners
1	AGENCY FOR INTEGRATED CARE	25	JURONG SPRING COMMUNITY CLUB
2	BAXTER HEALTHCARE SA AND SHIRE	26	KAJIMA OVERSEAS ASIA
3	BERNHARD SCHULTE SHIPMANAGEMENT (SINGAPORE)	27	KAKI BUKIT CC YOUTH EXECUTIVE COMMITTEE
4	BHP	28	KONG HWA SCHOOL
5	BUILDING CONSTRUCTION AUTHORITY	29	KONG MENG SAN PHOR KARK SEE MONASTERY
6	CABBYCARE CHARITY GROUP	30	MEET
7	CHANGI SIMEI CITIZENS' CONSULTATIVE COMMITTEE	31	MICHAEL PAGE INTERNATIONAL
8	COVENANT EVANGELICAL FREE CHURCH	32	MINISTRY OF SOCIAL AND FAMILY DEVELOPEMENT
9	DEFENCE SCIENCE AND TECHNOLOGY AGENCY	33	MONTFORT SCHOOLS
10	DEUTSCHE BANK AG	34	MY GYM SINGAPORE
11	EDGEFIELD PRIMARY SCHOOL	35	NATURAL COOL HOLDINGS
12	FLEXTRONICS MANUFACTURING SINGAPORE	36	NEE SOON SOUTH ZONE G RC AN ZONE H RC
13	GAMBAS COMMUNITY EMERGENCY AND ENGAGEMENT COMMITEE (C2E)	37	NOVARTIS BIOPRODUCTION OPS SINGAPORE
14	GLOBALFOUNDRIES SINGAPORE	38	ORANGE BUSINESS SERVICES SINGAPORE
15	GO-AHEAD LOYANG	39	PON ASIA HOLDING
16	GOVERNMENT TECHNOLOGY AGENCY OF SINGAPORE	40	PUNGGOL SAPPHIRES RESIDENTS' COMMITTEE
17	HALLIBURTON FAR EAST	41	RAINBOW CENTRE – MARGARET DRIVE SCHOOL
18	HEALTH PROMOTION BOARD	42	SANMINA-SCI SYSTEMS SINGAPORE
19	HEALTH SCIENCES AUTHORITY	43	SENTOSA DEVELOPMENT CORPORATION
20	HOLY INNOCENTS' PRIMARY SCHOOL	44	SINGAPORE TECHNOLOGIES KINETICS
21	HOY SAN STEVEDORING	45	ST. JOSEPH'S INSTITUTION INTERNATIONAL
22	HWA CHONG INSTITUTION	46	STAGE 52
23	IBM MANUFACTURING SOLUTIONS	47	ST ELECTRONICS (INFO-COMM SYSTEMS)
24	JABIL CIRCUIT (SINGAPORE)	48	THERMO FISHER SCIENTIFIC