



**Children's
Cancer
Foundation**

FOR IMMEDIATE RELEASE – MEDIA RELEASE

Make a BALD Statement to Raise Childhood Cancer Awareness

Singapore, 27 July 2019 – Children's Cancer Foundation's (CCF) annual outreach event, Hair for Hope 2019 (HfH), returns for its 17th run at VivoCity on Jul 27 and 28 (Saturday and Sunday).

The two-day event is expected to attract more than 2,300 shavees who will part their locks to tell children with cancer that it is OK to be bald. Prior to the two-day main event at VivoCity, more than 2,500 individuals had shaved their heads at 52 satellite events held at corporate offices, schools, grassroots organisations and public agencies islandwide between May and July.

Among the shavees is **CCF beneficiary, 19-year-old Lee Jue Lei**, who was diagnosed with Medulloblastoma, a type of brain cancer, when she was 15. This will be her first shave at HfH, though not her first time shaving her head. "I first went bald when I was experiencing the side-effect of hair loss due to my cancer treatment. I felt very liberated after shaving as the frequent migraines from my cancer constantly made my head feel heavy. However, I had to endure the stares from the public and my friends which made me feel very self-conscious and insecure at times," shares Jue Lei. Currently in remission, she has decided to go bald this year at HfH to challenge her insecurities and also to tell others, especially the females, that it is OK to be bald.

Joining Jue Lei for the ceremonial shave is **46-year-old CCF caregiver, Mohamad Sofian Bin Kemat**. His 8-year-old son, Faiz Ihsan Bin Mohd Sofian, was diagnosed with Wilm's Tumour, a type of kidney cancer, in August last year. This will also be Sofian's first time shaving at HfH. "Once, Faiz told me that I did not understand the pain that he was going through. I hope that through my shaving, he knows that papa wants to understand a little more about his struggles," shares Sofian. With financial assistance and schooling support from CCF, Faiz is now on the road to recovery and has just returned to school in July.

The third ceremonial shavee, and making his bald statement for the second time at HfH, is **Associate Professor Ng Kee Chong, Chairman, Medical Board at KK Women's and Children's Hospital (KKH)**. He first shaved at KKH's HfH satellite event in 2016. Apart from honouring the late Professor Tan Cheng Lim, one of Singapore's pioneers in paediatric oncology, he also hopes to let CCF beneficiaries know that he is journeying with them in their battle against cancer.

Going beyond providing direct client services, CCF actively forges strategic alliances with like-minded medical and educational partners such as KKH, National University Hospital (NUH) and NUS Yong Loo Lin School of Medicine, to push the boundaries of paediatric cancer treatment to advance cure and patient care.



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Gracing this year's HfH is **Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health**. Dr Lam will lead the opening ceremony of HfH 2019, by shaving the head of Jue Lei. CCF Patron, Associate Professor Ho Peng Kee, and CCF Chairperson, Mr Ho Cheng Huat, will also join in the ceremonial shaving.

Dr Lam says: "By coming together as one community to make a bald statement, we stand in solidarity for children who suffer the side-effects of hair loss from cancer treatments. We also bring hope to children who are battling cancer."

CCF Chairperson, Mr Ho Cheng Huat, says: "The act of shaving tells children with cancer that they are never alone in their fight against cancer. Every shaven head represents an understanding of all that children with cancer goes through, not just hair loss."

To express CCF's heartfelt gratitude and commend the staunch support of its long-standing satellite partners, **St. Joseph's Institution International** will be presented with the 10-year award from CCF. Four other HfH satellite partners – **Bernhard Schulte Shipmanagement (Singapore) Pte Ltd, GLOBALFOUNDRIES Singapore, Kong Hwa School, Northbrooks Secondary School** – will receive the five-year awards.

Going beyond dedicating time and effort to support the HfH main event and eight satellite events, QB House Singapore also initiated a two-day donation drive in support of CCF on 13 and 14 July 2019, by donating \$1 for every haircut across all 36 QB House Singapore outlets islandwide. The initiative raised a total of \$6,712.15. Over the two-day main event, a total of 102 hairstylists from QB Net International Pte Ltd, HfH's Official Hairstylist, have volunteered their time and skills to support the cause. 21 of the stylists are from its overseas branches.

Hair for Hope 2019 is made possible through the kind support of Tote Board – Major Sponsor; VivoCity – Official Venue; QB Net International Pte Ltd – Official Hairstylist; MOTHERS AND SONS – Official Brand Partner; Horangi Cyber Security – Official Cyber Security Partner; Seamless Communications – Official Digital Partner; Mediacorp OOH Media – Official Digital Outdoor Media; CWT Pte. Limited – Official Logistics Partner; Moove Media Pte. Ltd. – Official Media Partner; Selfiprint Singapore Pte Ltd – Official Photo Booth Partner; White Paper Communications Pte Ltd – Official Print Partner; Power 98 and 88.3JIA – Official Radio Stations; One Dash 22 Pte. Ltd. – Official Videographer; BLD Lifestyle Pte Ltd, EC House Pte Ltd, Hair Fitness, KC Group Pte Ltd, MODE Lifestyle Pte Ltd and Shunji Matsuo Pte Ltd – Supporting Hairstylists.

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Annex A

About Children's Cancer Foundation (CCF)

Children's Cancer Foundation (CCF) is a social service agency 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 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-community-home service model to offer a spectrum of critical services to our beneficiaries.

About Hair for Hope (HfH)

HfH is the only head-shaving event in Singapore that serves to raise funds and childhood cancer awareness. 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

Number of children that CCF served in 2018	554
Most common cancer among children	Leukaemia
The largest age group of children newly-diagnosed with cancer	0-4 years old
No. of children diagnosed with childhood cancer in 2018	136