



FOR IMMEDIATE RELEASE – MEDIA RELEASE

Make a BALD Statement – Hair for Hope 2021 Returns with Inaugural Livestream Kick-Off

Singapore, 2 May 2021 – Children's Cancer Foundation's (CCF) annual flagship fundraiser campaign, Hair for Hope (HfH), makes its return after a one-year hiatus, at Kong Meng San Phor Kark See Monastery (KMSPKS) on 2 May 2021 (Sunday).

For the first time in its 18-year history, the two-month long campaign will kick-off via an inaugural social media livestream and operate in a new digital format¹ instead of physical events. The safe management measures form part of a necessary pivot for HfH, which typically draws more than 5,000 participants annually, to make its comeback this year.

Among the ceremonial shavees are HfH 2021 ambassadors – **CCF beneficiary and childhood cancer survivor, 12-year-old Mr Terry Goh Wei Jie and 42-year-old CCF caregiver, Mdm Thangavelu Latha.** Joining them is **49-year-old Mr Pua Luck Kheng, Unit Manager at KMSPKS.** All three share a common reason for volunteering to part with their locks – to advocate for children with cancer and debunk the stigmas associated with their bald heads.

Terry was diagnosed with Burkitt's Lymphoma when he was seven, after a lump was discovered on the right side of his neck. As a childhood cancer survivor who once had to undergo chemotherapy, he knew exactly how it felt to be confronted with the side-effects of hair loss. **"I am shaving today to tell other children with cancer that it is OK to be bald, especially for those who are scared that they will be laughed at. I also want to help raise funds for them,"** says a determined Terry.

Mdm Latha has been shaving her head since 2019 because of her son Ron² who was stricken with Ewing Sarcoma in that same year. Ron was 11 and as he associated beauty with hair, he became increasingly affected when it fell in patches after chemotherapy. He was also adamant about retaining every strand for as long as he could. To convince him to shave what was left of his mane, Mdm Latha decided to surprise him one day by shaving her own waist-length locks. Needless to say, Ron got very upset but her plan worked. He agreed to shave his head right after! **"I shave to support my son's road to recovery, and I want him to know that we can all still look beautiful even without our hair,"** says Mdm Latha. She has been conscientiously keeping a bald look ever since.

Representing KMSPKS who has been one of HfH's top satellite partners since 2012, Mr Pua will be shaving for the ninth time this year at HfH. **"KMSPKS's participation at HfH each year aims to encourage Buddhist values such as compassion in action. I shave to let CCF children know they are not alone and I want to understand their challenges."**

¹ Participants will register online at www.hairforhope.org.sg and shave offsite at their personal arrangements. Shavees can visit HfH partner salons to enjoy special discounts for their shave.

² Not his full name



Gracing this year's HfH campaign launch is **Mr Ong Ye Kung, Minister for Transport**. Mr Ong will lead the opening ceremony of HfH 2021 by shaving the head of Terry. CCF Chairman, Mr Ho Cheng Huat, and KMSPKS represent, Venerable Ren Xu, will also join in the ceremonial shaving.

Mr Ong says: "I cannot imagine what the children are going through and how they feel. All I can say is that they are so brave, and I admire their resilience and courage. We can all do our part – big or small – to show our support for them."

CCF Chairperson, Mr Ho Cheng Huat, says: "When children lose their hair, some get laughed at while others receive unkind remarks simply because they look different. This is why each and every bald head is so important to us. Everyone who shaves is an advocate for children with cancer."

Hair for Hope 2021 is made possible through the kind support of Tote Board, Mr Apelles Poh Hong Pang – Major Event Sponsors; BL Falcon Pte Ltd – Official Media Sponsor (Out-of-Home); CWT Pte. Limited – Official Logistics Sponsor; Horangi Cyber Security – Official Cyber Security Sponsor; QB Net International Pte Ltd – Official Live-Event Hairstylists; Moove Media Pte. Ltd. – Official Media Sponsor (Outdoor); 88.3JIA and POWER 98 LOVE SONGS – Official Media Sponsor (Radio); Aoyama Hair Studio, Apgujeong Hair Studio, Hair Fitness, James Barker Barber, Kerluxe Hair Studio, MODE Studio, Myeongdong Hair Studio, QB House Premium (selected outlets), Shunji Matsuo (selected outlets), Sultans, Sultans of Shave – Salon Partners.

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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 3,200 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 campaign 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:

- Create awareness of childhood cancer in Singapore
- Show children with cancer and their families that they are not alone in their fight against cancer
- Tell children with cancer that it is OK to be bald
- Raise funds to help children with cancer and their families
- 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.

To register: <https://www.hairforhope.org.sg>

To donate: <https://www.hairforhope.org.sg/donate/>

Quick Facts	
Number of children that CCF served in 2020	510
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 2020	121