



**Children's
Cancer
Foundation**

FOR IMMEDIATE RELEASE – MEDIA RELEASE

Hair for Hope 2025: Bold Acts of Compassion Shine Through as Singaporeans Rally Behind Children with Cancer

Singapore, 27 July 2025 – The spirit of solidarity was on full display this weekend at Hair for Hope (HfH) 2025, Children's Cancer Foundation's (CCF) signature head-shaving campaign. Held at VivoCity, the event brought together people from all walks of life. Survivors, families, first-time participants, and long-time supporters, united by one purpose: to offer hope to children and families impacted by childhood cancer.

This year's campaign, themed "Together, We Can," saw over 5,000 individuals shaving their heads across the campaign period and raising more than \$4.5 million to support CCF's programmes and services. Every bald head served as a powerful reminder that no child should have to face cancer alone.

The event also marked the appointment of Senior Parliamentary Secretary Eric Chua as the new Patron of CCF. In his address, SPS Chua reflected on his new role, stating,

"I step into this role with deep humility and a strong sense of purpose. I look forward to journeying with CCF as it continues to expand its survivorship services—ensuring that families are not just supported during treatment, but also empowered as they move forward into healing and recovery."

A Survivor's Full-Circle Journey – Mr. Reuben Ong

Among those who took the stage was a cancer survivor, Mr. Reuben Ong, participating in Hair for Hope for the first time. For him, the campaign represented more than just a cause, it was a personal milestone. Having once walked the path of cancer, returning now and giving back to the very community that once supported him felt deeply meaningful.



(Mr. Reuben Ong, shaving at HfH2025)

He wasn't alone. Seven of his colleagues from DKSH stood by him, shaving their heads together and garnered close to \$40,000. One of the most touching moments came when his young daughter asked him why he was shaving his head.

"Her question reminded me why I'm doing this. To teach her what it means to care for others, even in the smallest and simplest of ways," he shared. "Hair for Hope is all about caring for children with cancer. And that even one small act, like shaving, can mean so much."

Through his efforts, he became one of the highest individual fundraisers and inspired dozens around him to give generously.

"I just wanted to use my experience to remind children with cancer that they're not alone," he shared. "The amount doesn't matter, it's the intention, and the hope it brings."

His team's efforts also inspired donations from across their company network, reinforcing how shared purpose can mobilise entire communities.



(Top row, L-R: Mr. Darren Wong, Mr. Terence Tai, Mr. Jaryl Lim, and Mr. David Tan at HfH2025)

Shaving with a Brave Heart – Ms. Ariffah

Also among this year's powerful stories was Ms. Ariffah who shaved her head in this year's Hair for Hope 2025. A bold and brave act of empathy that resonated far beyond the event grounds. Having experience working in the social service sector, she understands how financial aid is critical for children with cancer and their families.

"I reminded myself this isn't about appearance. It's about what the community can do for others in need. And sometimes, that means doing something uncomfortable to spark something meaningful."



(Ms. Ariffah, shaving at HfH2025)

She was nervous at first, but with the outpouring of support from friends and strangers at the Hair for Hope 2025 main event, she was encouraged to proceed with the shaving. Her act raised funds and started important conversations within her network of friends and community.

"Even a \$1 donation matters. You never know how your donation can change someone's day or life."

A Singapore Movement That Goes Beyond

From corporate teams and school groups to solo participants and satellite events, HfH2025 is beyond fundraising. It's about heart, courage, and community. For many participants, the campaign has sparked honest conversations, strengthened relationships, and empowered others to take action, whether by donating, shaving, or simply spreading the word.

While the main event at VivoCity has concluded, fundraising remain open till 18 August 2025, and supporters are encouraged to donate, or share the cause with their networks.

To make a donation or learn more, visit: <https://hairforhope.org.sg/>.



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Media Invitation

Members of the media are invited to cover Hair for Hope 2025. Interviews with SPS Mr. Eric Chua, Mr. Reuben Ong, and Ms. Ariffah can be arranged upon request.

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