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Hair for Hope 2026 Launches with Survivor and Father Sharing a First Shave Together

A survivor-led moment that highlights the collective role of the community in supporting children from diagnosis through survivorship.

Singapore, 19 April 2026 - A childhood cancer survivor and his father took centre stage at the launch of Hair for Hope 2026 (HfH), marking a powerful full-circle moment of resilience, love, and community support.

Wilson, who was diagnosed with neuroblastoma in 2013 at the age of five, returns this year not as a patient, but as a survivor at 18. Once supported by the community during his treatment journey, he now stands as someone who has lived through it.

As more children survive cancer, their needs do not end with treatment. Survivorship requires ongoing psychosocial support to help children and families adjust to life beyond cancer.

At Children's Cancer Foundation (CCF), support spans the full cancer journey for children and youths up to 35 years old, from counselling and therapeutic programmes to educational support through Place for Academic Learning and Support (PALS). Beyond our beneficiaries, services are extended to families and schools, recognising that recovery and reintegration require a strong support system around them.

In a deeply personal moment, Wilson's father, Mr Wu Tze Sien transforms what was once a symbolic act into one shaped by their own lived experience. For years, Mr Wu shaved his head in support of children with cancer. This year, that same gesture carries a profoundly different meaning, as he shaves his son's head, standing beside him not only as a supporter, but as a parent who has walked this journey firsthand.

"I want every child going through this journey to know that they are not alone," said Mr Wu.

Their shared moment reflects the heart of HfH, that no child and no family walk this journey alone.

Organised by CCF, HfH is Singapore's only head-shaving campaign dedicated to raising awareness and funds for children impacted by cancer. This year's theme, "This is Our Shared Journey," highlights the collective role of families, caregivers, volunteers and more importantly, the community in supporting every child from diagnosis through survivorship.

It reflects the strength of a community that stands alongside children and families through every stage of the cancer journey, affirming that through shared moments, actions, and generosity, the voices of children with cancer are amplified, and their courage is met with collective resolve, because this journey is shaped by all who choose to stand with them.



(Mr Wu, left & Wilson, right, at the HfH2019 main event)

Leadership and Community Step Forward

CCF's Chief Executive Officer, Mr Koh Shukai, will also be taking part in his first head shave, signaling a strong commitment to stand alongside children and families impacted by childhood cancer.

Having journeyed with the organisation since 2022, his participation reflects leadership that is not distant, but one that stands together with the community it serves.

"This is our shared journey. No child and no family should have to face cancer alone and as a community, we will walk alongside them every step of the way," he said.



(Mr Koh Shukai at a HfH2024 satellite event)

He will be shaved by Ms Elysa Chen Shiyun, Grassroots Adviser to Bishan-Toa Payoh Grassroots Organisations (GROs), whose presence underscores the broader community's support for children and families facing childhood cancer.

"We often say that it takes a village to raise a child. This is even more so for children battling cancer. The theme, 'This is our shared journey' is a commitment to ensure no child faces cancer alone. As we shave our heads in solidarity, we stand alongside these brave children, so they are supported by a strong community of families, schools, workplaces, and organisations every step of the way." Ms Elysa Chen said.

Also stepping forward for the first time are Mr Willie Au, Member of the Audit Committee at CCF, and Mr Jason Chan, a representative from Kong Meng San Phor Kark See Monastery (KMSPKS), reflecting how individuals from different backgrounds are coming together in solidarity for a shared cause.



A Movement Beyond the Shave

Since 2003, Hair for Hope has rallied over 75,000 shavees and raised more than \$54 million, supporting programmes and services that help children and families navigate cancer and life beyond it. More than just fundraising, the national campaign transforms one of the most visible effects of cancer—hair loss—into a shared act of solidarity.

Details of the main events are as follows:

Main Event Details

Date: 25 July 2026 (Saturday) and 26 July 2026 (Sunday)

Time: 11:00 am to 7:00 pm (Saturday), 11:00 am to 6:00 pm (Sunday)

Location: VivoCity

GOH: Mr Jeffrey Siow, Acting Minister for Transport and Senior Minister of State for Finance

Members of the public can participate by shaving, fundraising, or supporting the cause.

For more information visit <https://hairforhope.org.sg/> or contact us at info@hairforhope.org.sg.

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ANNEX A: PROFILES OF CEREMONIAL SHAVEES

1. Wilson & Mr Wu Tze Sien (HfH Ambassador)

Wilson was diagnosed with neuroblastoma in 2013 at the age of five, and his childhood was marked by hospital visits, treatments, and the many adjustments that came with it, including losing his hair. At that time, he was one of many children supported by the community. Today, he returns as someone who has lived through that journey.

In 2019, Wilson stood as a HfH ambassador, sharing his story as a young survivor. As he takes the stage this year, it marks a meaningful moment that reflects how far he has come. From a child undergoing treatment, to someone now standing in support of others still on this journey.

This year, Wilson steps forward to shave once again, in a deeply personal moment led by his father, Mr Wu Tze Sien. For years, Mr Wu had shaved his own head in support of children with cancer, standing in solidarity with families he did not know.

Now, that act takes on a profoundly different meaning. As Mr Wu shaves his son's head, what was once a symbolic gesture becomes an intimate act shaped by their own lived experience, a powerful reflection of a father's love and the strength of families who walk this journey together.

This year, Mr Wu also steps forward as a HfH2026 ambassador, standing for the cause not only as a long-time supporter, but as a parent who has experienced the journey firsthand. His presence alongside Wilson is a reminder that even in the most difficult moments, no family walks alone.

2. Mr Koh Shukai (Chief Executive Officer, CCF)

Mr Koh Shukai is the Chief Executive Officer of CCF. Having journeyed with the organisation since 2022, he has been closely involved in strengthening CCF's efforts to support children and families impacted by childhood cancer.

As he steps into this new chapter of leadership, his participation in HfH marks a deeply personal moment. Taking part in his first head shave, Shukai stands not just as CEO, but alongside the very children and families at the heart of CCF's mission.

More than a symbolic act, it reflects his belief in building a community of care, one that supports every child through their journey, from diagnosis to survivorship and beyond. This vision continues to shape CCF's direction as the organisation works towards delivering more integrated, consistent support for every child and family it serves.

Through his participation and leadership, Shukai hopes to encourage more individuals and organisations to step forward as part of a collective effort.



3. Mr Willie Au (Member of Audit Committee, CCF)

Mr Willie Au is a Member of the Audit Committee at CCF and has been a long-time supporter of HfH.

While he has attended the event over the years, this year marks a meaningful first as he steps forward to shave his head in solidarity with children and families impacted by childhood cancer.

4. Mr Jason Chan How Mun (KMSPKS Representative)

Mr Jason Chan has long held a quiet wish to support the community, especially those who are more vulnerable. This year, he takes a personal step forward by participating in HfH for the first time.

For Jason, going bald is not simply a gesture. It is his way of standing with children and families impacted by childhood cancer, who face each day with quiet strength and resilience.

Through this act, he hopes to offer encouragement and remind them that they are not alone, contributing in his own way to a shared effort of care and support.