



A Shared Journey Across Singapore: Children's Cancer Foundation and SMRT Trains Bring Hair for Hope to Every Commuter

Singapore, 4 May 2026 – A grandmother who walked every step of her granddaughter's cancer journey until her last days. A preschool principal who shaved her head so her students would know they were not alone. A senior SMRT Trains leader who will take the step at Hair for Hope's Main Event in July. Together, their stories reflect what Hair for Hope has always been about, a community that shows up, in whatever way it can, for children and families facing childhood cancer.

Children's Cancer Foundation (CCF), in collaboration with SMRT Trains, launches the Hair for Hope 2026 Concept Train, bringing the campaign's message of solidarity and support directly into the daily journeys of commuters across Singapore.

The Concept Train carries the lived experiences of beneficiaries, caregivers, families, and supporters who have stood alongside children and families impacted by childhood cancer. Through thoughtfully curated visuals and narratives, it highlights not only the challenges faced, but also the resilience, care, and encouragement made possible through the support of the community.

By bringing these stories into everyday spaces, the campaign hopes to encourage more people to stand with children and families impacted by childhood cancer, whether by signing up for Hair for Hope, making a donation, or supporting the cause in their own way.

"As commuters board the train, we hope the stories they see will create a deeper connection to the journeys of our children and families and inspire more people to step forward and be part of this shared journey." said Mr. Koh Shukai, CCF CEO.

As a key partner, SMRT Trains plays an important role in amplifying this message across its network. Reflecting SMRT Trains commitment to the cause, Dr Tan Chee Keong, Senior Vice President, Rail Maintenance Group, SMRT Trains, will participate as a shavee at Hair for Hope on 26 July 2026, a personal act of solidarity that underscores how individuals across sectors are choosing to stand with children and families on this journey.

Mr Lam Sheau Kai, President, SMRT Trains said, *"This is the first time SMRT is launching a concept train for Hair for Hope. We are proud to support this cause and stand with children and families impacted by childhood cancer. Hair for Hope is a very meaningful initiative, and it's amazing that it is now 23-year strong. This year, SMRT is honoured to play a small part in this effort to support children with cancer and bring their stories of resilience and hope closer to our commuters."*



"I'm proud to represent SMRT Trains in supporting this cause. For most of us, getting our hair shaved off is a choice we make. But for children with cancer, it isn't. As a parent myself, I feel deeply for the children and families living with cancer. This is my small way of standing with them and I hope we can all bring a little comfort with this gesture of togetherness." said Dr Tan Chee Keong, Senior Vice President, Rail Maintenance Group, SMRT Trains.

The Hair for Hope 2026 Concept Train will run on the circle line from 4 May to 16 August 2026, reaching commuters across Singapore and serving as a daily reminder that small acts of support can come together to create a meaningful impact.

Hair for Hope 2026 Main Event

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:

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

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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