



**Children's
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Hair for Hope 2017 Kicks Off with More Than 230 Shavees at Kong Meng San Phor Kark See Monastery

Singapore, 30 April 2017 – Hair for Hope, the only head-shaving event in Singapore by Children's Cancer Foundation (CCF) to raise funds and awareness of childhood cancer kicks off at Kong Meng San Phor Kark See Monastery (KMSPKS). This marks the 15th consecutive year of Hair for Hope.

KMSPKS has been one of the top three CCF Hair for Hope satellite partners for the past five years, raising a total of more than \$800,000 for children with cancer and their families. This is the sixth year that KMSPKS is coming on board as a satellite partner for Hair for Hope. Their target is to attract 300 shavees and raise at least \$150,000 by 30 July 2017.

Exemplifying the values of selflessness and compassion, staff, volunteers, and devotees of KMSPKS will shave their heads to support and show children with cancer that it is okay to be bald.

Three shavees, 48-year-old Mr Victor Kuik Yoong Hong, 53-year-old Ms Amy Low Wai Meng and 47-year-old Guek Peng Siong will kick-off this year's Hair for Hope at KMSPKS.

Mr Victor Kuik Yoong Hong will shave for the first time at Hair for Hope in memory of his younger brother whom he had lost to childhood cancer 28 years ago. At the age of 20, Victor recalled shouldering the heavy responsibilities of caring for his 16-year-old brother. He hopes to share the message that "when a child gets cancer, everyone in the family is affected".

Ms Amy Low Wai Meng, a devoted Buddhist who is shaving for the fifth consecutive year, believes in seizing every opportunity to contribute simply because she can. When she knew of Hair for Hope through a friend, she intentionally grew her hair for a year in preparation for her first shave and cried tears of joy when she finally did it. Her first shave was even more meaningful when she found out that one of her optician shop customers was suffering from childhood cancer. Her brave act encouraged others to join her at Hair for Hope in subsequent years and was a great conversation starter for her to raise childhood cancer awareness among her relatives, friends and neighbouring shop tenants and customers.

Mr Guek Peng Siong started volunteering at Children's Cancer Foundation (CCF) since 2006 by helping out at children's camps. He has been a volunteer photographer since 2010. After working behind the lenses, he is now ready to put his face – and head – forward to brave a shave and tell children with cancer that they are not alone in their battle against the life threatening illness.



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“Children’s Cancer Foundation deeply appreciates the management, staff and volunteers of Kong Meng San Phor Kark See Monastery for their strong support in organising Hair for Hope satellite event since 2012. We thank the shavees, donors and sponsors for their generous giving in so many ways and for standing in solidarity with children affected by childhood cancer. Together, we shall continue to build a community of support for our beneficiaries,” says Mr Ho Cheng Huat, Chairperson of CCF.

This year, CCF hopes to encourage at least 6,500 participants to make a bald statement and raise \$3.6 million to help children with cancer and their families. The 2-day main event of Hair for Hope 2017 will be held on 29 July 2017 (Saturday) from 11am to 7pm and from 11am to 6pm on 30 July 2017 (Sunday) at VivoCity.

Hair for Hope 2017 is made possible through the kind support of Tote Board and Singapore Turf Club - Major Sponsors, VivoCity – Official Venue, QB Net International Pte Ltd – Official Hairstylist, MOTHERS AND SONS – Official Brand Partner, Eggsplore Pte Ltd – Official Digital Partner, CWT Limited – Official Logistics Partner, Singapore Press Holdings Limited– Official Digital Outdoor Media, MediaCorp OOH Media – Official Out-of-Home Media, White Paper Communications Pte Ltd – Official Print Partner, SAFRA Radio - Official Radio Stations, CabbyCare Charity Group, KC Group Pte Ltd, Qualcomm Incorporated via Give2Asia – Official Partners; 99% Hair Studio, DF Salon, Ecorganics, Hair Fitness, Heritage Hair Pte Ltd – Supporting Hairstylists.

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About Kong Meng San Phor Kark See Monastery

A spiritual sanctuary in urban Singapore to learn the Buddha's teachings of wisdom and compassion, practise mindfulness, develop gratefulness and cultivate happiness. Founded in 1921 by Venerable Sik Zhuan Dao, Kong Meng San Phor Kark See Monastery (KMSPKS) was the first traditional Chinese forest monastery in Singapore. Over the years, we have grown dynamically in our Dharma propagation, community involvement and religious harmony efforts. Today, we are a community of Buddhists who come together to learn, practise and share the teachings of the Buddha.

About Children's Cancer Foundation

Children's Cancer Foundation (CCF) is a non-profit organisation with a mission to improve the quality of life of children with cancer and their families and children impacted by cancer 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 2800 children and their families at different stages of the illness.

Armed with the vision of providing leading resources and psychosocial services to children and their 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.

Services offered to children with cancer and their families

- Casework and Counselling
- Therapeutic Play
- Art Therapy
- Play Therapy
- Expressive Arts Therapy
- Child Life Service
- Caregivers Support Services
- Hospital Play Services
- Survivorship Programme
- Back-to-School Service
- Place for Academic Learning and Support (PALS)
- Tuition and Befriending
- Psychosocial and Recreational Activities
- Financial Assistance
- Palliative and Bereavement Service



- Very Important Brothers and Sisters (VIBS) Programme



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- Children Impacted by Cancer Programme

CCF 25th Anniversary

In 2017, CCF commemorates its 25 years of serving children with cancer and families. The 25th anniversary logo comprises three human figures representing the CCF beneficiaries, partners and the community, held and knitted together by the CCF flower – tulip.



Tulips are among the first flowers to blossom after a long winter. As a herald of spring and given its association with new life and growth, the tulip is a symbol of resilience and hope for our young patients.

The logo depicts the concerted efforts in supporting children with cancer and providing them with opportunities to grow in strength and realise their potential. Unity is strength and together we are stronger in helping the children win their battle against cancer.

About Hair for Hope (HfH)

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



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第 15 届“散发希望”活动 230 位寺院的义工、职员及信徒为“散发希望 2017”掀开序幕

由儿童癌症基金会主办的年度筹款活动 - “散发希望”，将于 4 月 30 日在光明山普觉禅寺掀开序幕。秉持着佛学中的以善为本，助人为乐的精神，光明山普觉禅寺自 2012 年起，将连续六年与儿童癌症基金会协办“散发希望”。目前已有超过 230 位来自寺院的义工、职员及信徒将于光明山普觉禅寺参与削发活动。

参与者不仅能通过落发的形式告诉癌症病童他们并不是孤军作战，也能有助加强国人对儿童癌症的意识，并推广社区关怀的大众精神。活动也能为儿童癌症基金会筹款，帮助基金会为癌症儿童与他们的家人提供完善的辅导和援助服务。

今年为“散发希望 2017”掀开序幕的志愿者当中有 48 岁的郭勇丰，53 岁的刘慧明和 47 岁的倪炳容。

郭勇丰决定首次参与今年的“散发希望”活动，主要是为了纪念他病逝的弟弟。勇丰的弟弟在 16 岁时患上癌症并入住医院接受治疗。但是，弟弟最终没法战胜病魔而不幸过世。在那段期间，照顾弟弟成为了郭家最为优先的事情。当时只有 20 岁的勇丰也担起成为弟弟的看护者，陪伴他度过最为艰辛的治疗过程。他希望通过自己的削发行动来抒发思念弟弟的情绪，并且对大众强调儿童癌症对整个家庭所带来的影响。

刘慧明一向紧遵佛教教诲，以‘为善最乐’作为自己的人生理念。在好友的介绍和鼓励下，慧明决心在 2013 年参加光明山普觉禅寺所举办的“散发希望”卫星活动。第一次落发时，她还留下了喜悦的眼泪。让经营眼镜店的慧明意想不到的，原来在自己的顾客群中，竟有一位患有癌症的小朋友。值得庆幸的是，这位小孩至今也已战胜了病魔，回返了校园。从此，慧明便与“散发希望”结下了善缘。今年将是慧明连续第 5 年参与这个活动。而在每一次的削发活动上，慧明都会亮丽登场，把留了一年的俏发吹得漂漂亮亮，带着她最诚恳的心，为每一位患癌孩童祈福。慧明也立志参与儿童癌症基金会每年所主办的“散发希望”活动。

倪炳容在 2006 年成为了儿童癌症基金会的义工。他不仅担起了儿童露营会和康乐活动的筹备会员，也肩负摄影师一职。身为摄影爱好者，炳容会抽出时间到活动会场为患癌儿童和家属们拍照，为他们留下美好的回忆。今年，炳容将首次参加“散发希望”活动，以实际行动为患癌儿童尽一份微薄之力。

儿童癌症基金会主席，何请发说：“散发希望是儿童癌症基金会最具代表性的筹款活动，也是新加坡唯一的削发活动。能够与光明山普觉禅寺连续第六年一同主办散发希望卫星活动是我们的荣幸，因为这不仅能提倡更多国人对儿童癌症的了解，也能为儿童癌症基金会募集善款，有助加强和改善病童和他们家人的生活素质。”

光明山普觉禅寺今年的目标是募集至少 300 名志愿者的参与，并为基金会筹得 15 万元。至截稿为止，光明山普觉禅寺已通过网络捐款筹得超过 7 万元。



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儿童癌症基金会希望募集 6,500 名志愿者参与“散发希望 2017”，并筹得至少\$360 万的款项。为期两天的“散发希望”活动将于 7 月 29 日，11am 至 7pm 及 7 月 30 日，11am 至 6pm 在怡丰城举行。

散发希望 2017 主要赞助商：主要赞助商 – Tote Board and Singapore Turf Club, VivoCity – 场地赞助，QB Net International Pte Ltd – 指定发型师，MOTHERS AND SONS – 指定品牌伙伴，Eggsplora Pte Ltd – 指定数码科技伙伴，CWT Limited – 指定运输伙伴，Singapore Press Holdings Limited – 指定户外数码媒体，MediaCorp OOH Media – 指定户外媒体，White Paper Communications Pte Ltd – 指定印刷伙伴，SAFRA Radio – 指定电台，CabbyCare Charity Group, Qualcomm Incorporated via Give2Asia, KC Group Pte Ltd - 主要伙伴；99% Hair Studio, DF Salon, Ecorganics, Hair Fitness, Heritage Hair Pte Ltd – 协力发型师

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关于光明山普觉禅寺

于 1921 年由转道法师所创立的光明山普觉禅寺是修行，弘法及提供僧侣住宿的道场。其缘起为当时转道法师慈悲许多前来参访的出家众没有栖身之所而发心建设的。

建立于光明山上橡胶园中而得名的光明山普觉禅寺(KMSPKS)，因此成为新加坡的第一所中国传统丛林寺院。

光明山普觉禅寺在其弘法效应上发展迅速以配合这变化多端的世界。为了普觉众有情，我们愿以悲智为引导，成为一个培育积极推广，学习及实践人间佛教文化的模范国际佛教中心。



关于儿童癌症基金会

儿童癌症基金会是个非盈利机构，旨在协助加强患癌儿童和家人的心理、社交和医药福利，改善他们的生活素质。机构于 1992 年成立，在 1996 年正式名为儿童癌症基金会。

从患癌儿童被诊断、接受治疗到康复的过程中，一批专业的社工、辅导员和治疗师会根据患癌儿童和家人的需要，提供适当的援助服务，例如：

<ul style="list-style-type: none">• 个案管理及心理辅导• 治疗性游戏• 艺术治疗• 游戏治疗• 表达性艺术治疗• 看护者支援计划• 返校计划• 补习计划• 康复者辅助计划	<ul style="list-style-type: none">• 兄弟姐妹辅助计划• 康乐活动• 经济援助• 安宁疗护和丧亲辅导• 学习辅助中心 (Place for Academic Learning & Support)• 受家属患癌影响之儿童计划
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