



**Children's
Cancer
Foundation**

FOR IMMEDIATE RELEASE - MEDIA RELEASE

Hair for Hope calls for more community support for children and families impacted by childhood cancer

"Let's get the ball rolling!"

Singapore, 30 April 2023 – Children's Cancer Foundation (CCF) celebrates Hair for Hope (HfH)'s 20th Anniversary with an exciting lineup of activities, encouraging more community support for children and families impacted by childhood cancer. Themed "Let's get the ball rolling", HfH aims to highlight the need of a more supportive community towards children with cancer.

This year, HfH will be setting a new national record in the Singapore Book of Records (SBOR), clocking an accumulation of 70,000 shaven heads over 20 years. To help achieve this record, 300 shavees have volunteered to shave their locks at the kick-off event held at Kong Meng San Phor Kark See Monastery on 30 April 2023.

Among the shavees was **HfH 2023 ambassador and CCF survivor, 28-year-old Mr Choo Jia Lei Clement**. Clement was diagnosed with Acute Lymphoblastic Leukaemia at the age of 16 and personally experienced hair loss when he had to undergo chemotherapy. With the support from his family, friends, and the community, he was able to fight his cancer battle. Shaving his head at HfH for the first time this year, Clement admits that it was not an easy decision for him to lose his hair again. However, he wanted to take the opportunity to pay it forward.

55-year-old Mr Barathan Pasupathi, CEO of Jetstar Asia and a volunteer CCF Board of Director will also be making his BALD statement for the very first time at the HfH kick-off. Having volunteered with CCF in the early 90s and now serving on the Board of Directors in CCF, he had witnessed the needs of children with cancer and their families and had seen how CCF journeyed with these families at every stage of the illness. Understanding how essential the community of support is for children and families impacted by cancer, he hopes to rally for greater support through his first BALD statement.

42-year-old Mr Norman Tan, one of the long term supporters for HfH, will be making his tenth BALD statement at the event. He had shaved these 10 times in memory of his father who passed away from colon cancer in 2003. He was also greatly inspired by local actor, Andie Chen, who shaved his head for Hair for Hope in 2019. Despite it being his tenth shave, he remains passionate in advocating for the cause. He believes that every BALD statement speaks a powerful truth to children with cancer that they are not alone and the funds raised will help these families.

CCF Chairman, Mr Ho Cheng Huat shared, "By shaving our heads, we are showing our support for children with cancer and sending a powerful message that they are not alone in their journey. We truly hope that Singaporeans can come forth to show their support for our



brave warriors fighting their battle against cancer. Together, we can create a society where children with cancer can feel accepted, valued, and empowered.”

To encourage more participations, CCF will be launching a limited-time-only HfH metaverse where members of public can understand the challenges faced by children and families impacted by cancer and how the community can support them. The celebration will conclude with a two-day event at VivoCity on 29 July 2023 (Saturday) from 11 am to 7 pm, and 30 July 2023 (Sunday) from 11 am to 6 pm.

Through these activities, CCF hopes to attract more community support for children and families impacted by cancer. Members of the public can support the HfH by volunteering, making a donation, or even sharing about the cause. Proceeds from HfH will go towards Children’s Cancer Foundation, which provides a variety of programmes and services for children and families impacted by cancer.

Hair for Hope 2023 is made possible through the kind support of BL Falcon Pte Ltd – Official Media Sponsor (Out-of-Home), CWT Pte. Limited – Official Logistics Sponsor, Horangi Cyber Security – Official Cyber Security Sponsor, Moove Media Pte. Ltd. – Official Media Sponsor (Outdoor), QB Net International Pte Ltd – Official Hairstylist, 88.3JIA and POWER 98 LOVE SONGS – Official Media Sponsor (Radio), and VivoCity – Official Venue Sponsor.

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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 life-threatening illnesses. Over the years, CCF has helped more than 3,700 children and their families at different stages of illness and recovery.

Services offered to children with cancer and their families

- Casework and Counselling
- Play Services
- Financial Assistance
- Art Therapy
- Play Therapy
- Animal-Assisted Therapy
- Music Therapy
- Trauma-Focused Cognitive Behavioural Therapy
- Child Life Services
- Caregivers Support Services
- Hospital Play Services
- Survivorship Programme
- Schooling Programme
- Place for Academic Learning and Support (PALS)
- Tuition and Befriending
- Psychosocial and Recreational Activities
- Palliative and Bereavement Service
- Children Impacted by Cancer Programme

Quick Facts

Number of children and families that CCF served in 2022	652
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 2022	184



About Hair for Hope (HfH)



Organised by CCF, HfH is the only head-shaving campaign in Singapore that serves to raise childhood cancer awareness and funds. 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 families, 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/>