



**FOR IMMEDIATE RELEASE – MEDIA RELEASE**

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## **Hair for Hope's Main Event returns after 3 years!**

*Celebrating its 20<sup>th</sup> Anniversary in 2023, Hair for Hope (HfH) returns to raise awareness and funds for children and families impacted by childhood cancer.*

**Singapore, 29 Jul 2023** – Organised by the Children's Cancer Foundation (CCF), Hair for Hope (HfH) 2023 returns with a physical event on 29 and 30 Jul 2023 at VivoCity. This year will mark the first full-scale HfH event since 2019, and the event's 20<sup>th</sup> Anniversary. Themed "Let's get the ball rolling!", the campaign seeks to highlight the importance of having a more supportive community for children with cancer and families impacted by childhood cancer.

In celebration of its 20<sup>th</sup> Anniversary, HfH will be setting a new record for "70,000 shaven heads in the past 20 years" in the Singapore Book of Records (SBOR). To help achieve this record, more than 1,777 shavees have indicated their commitments to shave their locks at the main event on 29 and 30 Jul 2023. HfH's ambassador and CCF Survivor, 20-year-old, Mr. Ang Howe Jun, and his father, Mr. Ang Chee Khim will be among the shavees. Howe Jun's journey with cancer began when he was five years old with the diagnosis of Acute Lymphoblastic Leukaemia. Throughout his battle, the support from his family served as a beacon of strength. Now, as a childhood cancer survivor, Howe Jun and his family are committed to paying it forward. This year, he will make his fifth BALD statement, joined by his father, symbolizing their resilience and the power of unity.

**HfH ambassador and CCF Survivor, Mr. Ang Howe Jun** shared, "If all it takes is for me to go bald, I will gladly shave year after year to show children with cancer and their families that there is a supportive community for them."

**Children's Cancer Foundation (CCF)'s Chairman, Mr. Ho Cheng Huat** shared, "With unity and determination, we can bring hope and support to children battling cancer. Together, we will make a difference in their lives, one BALD statement at a time. Let's get the ball rolling!"

To increase awareness regarding the impact of childhood cancer, CCF has recently launched Hopescape: A Hair for Hope Metaverse. This first-of-its-kind virtual world aims to transform the traditional Hair for Hope experience by crossing physical barriers and enabling Singaporeans to engage with the virtual realm. Hopescape allows individuals to explore, interact, and participate in HfH through the digital space.

Singaporeans who are still interested to make their BALD statements may register at the HfH registration booth at VivoCity, Amphitheatre Level 3 on 29 and 30 Jul 2023. Alternatively, they may also log in to [hopescape.org.sg](https://hopescape.org.sg) to learn more about childhood 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



**Children's  
Cancer  
Foundation**



## Annex B

### 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.

This year, as HfH celebrates its 20th anniversary, its goal is to inspire at least 4,000 individuals to join us in the cause and raise \$3.8 million to support children and families impacted by cancer. Themed "Let's get the ball rolling," in 2023, HfH aims to emphasize the importance of building a more supportive community for children battling cancer.

To register: <https://www.hairforhope.org.sg>

To donate: <https://www.hairforhope.org.sg/donate/>



## Annex C

### About Hopescape: A Hair for Hope Metaverse



Hopescape: A Hair for Hope Metaverse, an innovative online experience, marking Hair for Hope's debut in the metaverse. CCF is the first Social Service Agency (SSA) in Singapore to create a virtual world for raising awareness and garnering support for children and families impacted by childhood cancer.

With Hopescape, CCF aims to revolutionize the current Hair for Hope experience, crossing physical barriers and allowing Singaporeans to access the virtual world, to explore, interact and participate in Hair for Hope in the digital space.

What you can expect in Hopescape:

- The Exhibition Hall enables participants to delve deeper into their understanding of CCF's services and programmes, with a quiz to put their knowledge to the test. Upon completion of the quiz, participants will be able to claim virtual wearables for their avatars.
- Participants can take photos at the virtual Photobooth with customized frames and share them on their social media platforms.
- Live streaming of Hair for Hope's physical main event on 29 and 30 Jul 2023 will be screened in Hopescape's Auditorium, allowing supporters to stay connected and engaged with the line-up of activities happening on-site.





**Lobby:**



**Exhibition Hall:**



**Auditorium:**

