

Local **Raelene** is calling on the community to join forces and help shave the world from blood cancer

Raelene has thrown their support behind the Leukaemia Foundation's World's Greatest Shave and will be hosting an event, encouraging all locals to attend. The event will be held on **15/03/2019** at **Palm Cove Surf Club** and will help raise vital funds to support more than 100,000 Australians currently living with blood cancers like leukaemia, lymphoma and myeloma.

Every day, another 35 Australians are diagnosed with a blood cancer and sadly an Australian will lose their life to the disease every 41 minutes.

Leukaemia Foundation CEO Bill Petch said every single person who signs up to the World's Greatest Shave is making a difference and is integral to helping fund a future where blood cancer is no longer a death sentence.

"These people are extraordinary Australians who are helping others less fortunate than themselves. It shows enormous bravery, resilience and empathy to shave their hair in support of someone living with a blood cancer." Mr Petch said.

Funds raised through World's Greatest Shave is critical to help the Leukaemia Foundation continue to support local families affected by blood cancer through advocating for equal access to new therapies and treatments as well as providing educational, emotional and practical support such as transport and accommodation, all at no cost.

For more information, or to sign up to shave or sponsor visit www.worldsgreatestshave.com or phone 1800 500 088 today.

Contact

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About The Leukaemia Foundation:

The Leukaemia Foundation is the only national charity dedicated to helping more Australians survive blood cancer and live a better quality of life.

Leukaemia, lymphoma, myeloma and related blood disorders are all types of blood cancer, which can develop in anyone, of any age, at any time. Although improved treatments and care are helping more people survive, sadly someone loses their life to blood cancer every two hours.

In fact, blood cancer is the third most common cause of cancer death in Australia, claiming more lives than breast cancer or melanoma.

For more information, please visit leukaemia.org.au.



ABOUT World's Greatest Shave

WHAT: The Leukaemia Foundation's World's Greatest Shave began 21 years ago in Lismore NSW and was inspired by a daughter's love for her father who was battling leukaemia. Today, the event is one of Australia's biggest and most-loved fundraising events.

WHY: Blood cancer is the third most common cause of cancer death in Australia, claiming more lives than breast cancer or melanoma. Funds raised will help fund ground-breaking research and support local families affected by blood cancer through advocating for equal access to new therapies and treatments as well as providing educational, emotional and practical support such as transport and accommodation. All support and services are provided free of charge.

WHO: More than 20,000 extraordinary Aussies of all ages will get involved this year. Some have a personal connection to blood cancer while others take part to challenge themselves for the greater good.

WHEN: Most people will shave or colour during March 13 – 17, however you can participate or sponsor at any time.

WHERE: Across Australia at home, work, school and in public community locations (see worldsgreatestshave.com/events for a list of local places to join)

HOW: Sign up now at worldsgreatestshave.com or call 1800 500 088

WHAT'S NEW: In 2019, the World's Greatest Shave has partnered with Sustainable Salons ANZ to ensure all hair can be reused, with ponytails over 20cm long going back to make wigs for cancer patients and shorter hair donated to be used in 'hair booms' to soak up oil spills in ocean waters. To date during the history of World's Greatest Shave, a massive 27,500 kilograms of hair is estimated to have been shaved and cut.

FUN FACT: Hundreds of sporting champions and celebrities have shaved, cut or coloured their hair throwing their support alongside every day Australians including Kerrie-Anne Kennerley, Steve Irwin with his family, Larry Emdur, Tex Walker, Shane Crawford, Andrew Symonds, Meshel Laurie and the Block heads from channel 9 TV Show The Block Steve O'Donnell and Chantelle Ford.

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