

Leukaemia
Foundation

World's
Greatest
Shave

WORLD'S GREATEST SHAVE 2025 MEDIA TOOLKIT





ABOUT WORLD'S GREATEST SHAVE

The Leukaemia Foundation's World's Greatest Shave is one of Australia's longest running and most well-loved fundraising campaigns, bringing Australians together to champion a good cause.

Over the last 27 years, more than two million people have sacrificed their hair, or donated to someone who has. We've seen it all, and we've loved them all! Whether it's a buzzcut, a bob, or a splash of colour, the World's Greatest Shave is your perfect excuse to get that hairstyle you've always wanted.

When you shave, cut, or colour your hair for the World's Greatest Shave, you're not just changing your hairstyle, you're changing the lives of 150,000 Australians facing blood cancer today.

We're committed to improving the life of every Australian currently facing blood cancer.



To give them the support, care, and information they need to not just survive, but thrive.



To provide practical and emotional support services to patients and their families.



To fund game-changing blood cancer research and campaign for change for those affected.



To keep Australian families together when they need each other most.



To achieve zero preventable lives lost to blood cancer by 2035.

WHY GET INVOLVED?



Blood cancer is Australia's hidden cancer crisis.



The latest figures show 55 Australians hear the words 'you have blood cancer' every day – and that number is expected to double by 2035.



An estimated 1 in 12 Australians will be diagnosed with blood cancer in their lifetime.



Australia loses 17 people to blood cancer every day. That's 17 mothers, fathers, sons, daughters, siblings and grandparents. 17 families that lose a loved one.



The incidence of blood cancer continues to grow. Over the past 10 years, the incidence of blood cancer has increased by 36%.



Blood cancer is the most commonly diagnosed childhood cancer (0-14 years).



ABOUT THE LEUKAEMIA FOUNDATION

The Leukaemia Foundation is committed to improving the life of every Australian currently facing blood cancer.

We exist for every Australian affected by any type of blood cancer, including leukaemia, lymphoma and myeloma.

The Leukaemia Foundation provides:



Personalised information and support from highly trained Supportive Care Case Managers for patients and their loved ones alongside a range of health and wellbeing services.



Accommodation near major hospitals around Australia, and help getting to and from the many appointments that come with a blood cancer diagnosis.



Trusted information to empower people to navigate the road ahead.

The Leukaemia Foundation's research program drives rapid advancements in blood cancer treatments, encourages the careers of promising scientists, discovers new diagnostics and novel therapies, and helps give Australians access to global clinical trials.

We advocate for better policies, better access to new and innovative treatments, better diagnostics, and are determined to shape a brighter future for blood cancer patients and their families.

By donating to the Leukaemia Foundation, you will be fueling real, tangible change... and That's Bloody Beautiful.

OUR VISION... ZERO LIVES LOST TO BLOOD CANCER BY 2035

Our priority is to save lives by giving all Australians living with blood cancer access to:

- Best-practice treatment and the latest trials, tests and diagnostic tools.
- Trusted information and education to empower informed choices.
- Essential supportive care to improve quality of life.



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World's Greatest Shave



THOUSANDS OF AUSTRALIANS SET TO DO A BLOODY BEAUTIFUL THING BY TAKING PART IN THE WORLD'S GREATEST SHAVE

- Join thousands of Australians for some fun and fabulous hair-raising antics when you sign up to participate in the World's Greatest Shave.
- 2025 marks the 27th anniversary of the Leukaemia Foundation's iconic fundraising campaign to help beat blood cancer.
- All money raised provides vital support for the growing number of Australians diagnosed with blood cancer each year.
- Sign up for your 'new do' today at worldsgreatshave.com or call **1800 500 088**.

The Leukaemia Foundation has a challenge: for everyday Australians, like you and me, to raise awareness of blood cancer and stand in solidarity with the 150,000 fellow Aussies currently living with the disease.

Anyone, anywhere, can experience the buzz of shaving, cutting, or colouring their hair, when they sign up to the World's Greatest Shave to raise vital funds for the growing number of Australians impacted by blood cancer.

Blood cancer is Australia's hidden cancer crisis with 55 Australians hearing the words "you have blood cancer" every day.

Incidence of blood cancers including leukaemia, lymphoma and myeloma are set to more than double by 2035... unless we do something about it.

Leukaemia Foundation CEO, Chris Tanti said it's time we stopped blood cancer in its tracks and is encouraging the Australian community to come together for this year's World's Greatest Shave.

"Every strand of hair that Australians change during World's Greatest Shave, will make living with blood cancer less scary, isolating and stressful for those diagnosed," said Mr Tanti.

"Blood cancer can impact anyone, of any age, from anywhere. In Australia today, sadly 17 people will lose their life to the disease.

"That's 17 parents, children, siblings, friends, workplaces and communities who lose someone important to them and are affected by the devastating impact of blood cancer."

The Leukaemia Foundation is appealing for Australians to get behind World's Greatest Shave with Mr Tanti adding that there has never been a more vital time to support this iconic and much-loved campaign.

“By signing up to World’s Greatest Shave, you are helping to ensure that blood cancer patients have access to the right information, support and care they need to fight their diagnosis, as well as someone to turn to every step of the way.

“Funds raised also enable the Leukaemia Foundation to continue supporting this country’s brightest and best blood cancer researchers and scientists to find better treatment options for blood cancer patients, and hopefully, one day, a cure.”

Since 2000, the Leukaemia Foundation has funded over 365 blood cancer research grants, representing over \$87.1 million in blood cancer research funding in today’s current dollar value.

The World’s Greatest Shave provides the perfect opportunity for Aussies to support blood cancer research whilst also getting a new ‘do’ and the hairstyle they’ve always wanted – whether that’s a full shave, pixie cut, a fresh fade, a bob, or something else entirely.

“How you choose to participate in the 27th World’s Greatest Shave, and the way in which you share this with your community is entirely up to you,” said Mr Tanti.

“We know that shaving, cutting, or colouring your hair is a big deal and by participating in the World’s Greatest Shave, people are not only just changing their hairstyle, but also becoming walking, talking billboards for blood cancer support and research.”

Over the past 27 years, more than two million Australians have sacrificed their hair, or donated to someone who has, since World’s Greatest Shave first began in 1998.

Participants have come together in their communities to showcase and share their new ‘dos with family, friends, workmates, and sports teams, with events taking place in loungerooms, backyards, salons, and within thousands of schools, offices, and clubrooms.

Mr Tanti added: “This year, we encourage new participants, and previous ones, to sign up to World’s Greatest Shave and experience the fun and celebration that goes along with supporting a great cause, while creating new and innovative ways to take part.”

Officially ramping up the main World’s Greatest Shave campaign period in March, the campaign hopes to raise 12 million dollars – the single biggest injection of funds the Leukaemia Foundation receives each year. To be counted in the fight against blood cancer, visit worldsgreatestshave.com or call **1800 500 088**.

#WorldsGreatestShave
#ThatsBloodyBeautiful
#CancerCommunity

Instagram
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For all media enquiries please email media@leukaemia.org.au



Thanks to Australians like you, we've made a big impact so far. But there's more to be done. Remember to keep sharing your fundraising page far and wide, so your new 'do' gets the reward it deserves. Together, we believe it's about bloody time we stopped blood cancer in its tracks.

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#ThatsBloodyBeautiful
#CancerCommunity

CONTACT OUR MEDIA TEAM

We're always here to help every step of the way. If you've got questions, we've got answers. For general inquiries, please email media@leukaemia.org.au.

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