

# Media Release

FOR IMMEDIATE RELEASE

## Aussies take a 'bald' step to shave the world from blood cancer

This year, extraordinary Australians from all states and territories will take a stand against blood cancer by rallying together to lose their locks, colour their cuts, or wax their waves in one of Australia's most-loved charity events, the Leukaemia Foundation's World's Greatest Shave.

The campaign aims to raise vital funds to support the growing number of Australians diagnosed with blood cancer including leukaemia, lymphoma, myeloma and other related blood disorders.

Currently, 47 Australians are diagnosed with blood cancer every day. The Leukaemia Foundation's latest Blood Cancer in Australia report<sup>i</sup> confirms that in just 15 years, by 2035, this number will more than double to 100 people every day.

Leukaemia Foundation General Manager of Supporters, Rachael Lance said money raised through the World's Greatest Shave is critical to ensure that every man, woman and child diagnosed with blood cancer across the country, no matter where they live, can be supported.

"By signing up and raising money for the World's Greatest Shave, you are ensuring families facing blood cancer have someone to turn to every step of the way, access to the best possible care and treatment and a place to call home during treatment." said Ms Lance.

This year, the World's Greatest Shave is also 'going green' again thanks to a partnership with Sustainable Salons Australia. This means ponytails snipped from those taking part in the event will now be turned into wigs for cancer patients, with shorter hair clippings transformed into compost and floating booms to absorb oil spills at sea. Empty cans of coloured hairspray will also be diverted away from landfill back into recycled resources.

"Whether you have a personal connection to blood cancer or simply want to have fun and raise money for a good cause, join this year's World's Greatest Shave and let's make it the best year yet." said Ms Lance.

Any day is a good day to participate in the Leukaemia Foundation's World's Greatest Shave. Simply download the World's Greatest Shave app, sign up online at [worldsgreatestshave.com](https://worldsgreatestshave.com) or call 1800 500 088 for more information.

**\*ENDS\***

### **About The Leukaemia Foundation:**

The Leukaemia Foundation stands with Australia to help cure and conquer blood cancer – with care.

Together we are attacking every blood cancer, from every direction, in every way we can. We stand beside every Australian to be their voice and their someone-to-turn-to, fighting to get them access to the best care.

We also accelerate research that's delivering rapid advancements in blood cancer diagnosis and treatments. Plus, we provide services and support that empower people living with any blood cancer to live well after diagnosis. You can learn more about the Leukaemia Foundation and blood cancer at [leukaemia.org.au](https://leukaemia.org.au).

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<sup>i</sup> 1. <https://www.leukaemia.org.au/about-us/mylifecounts/stateofthenation/>