

MEDIA RELEASE

Australia's iconic World's Greatest Shave campaign celebrates 25 years of hair-raising antics and big-hearted shavers

- In 2023, make it your mission to conquer blood cancer by signing up to the Leukaemia Foundation's 25th anniversary of World's Greatest Shave
- Funds raised will provide vital support and care for the growing number of Australians impacted by the disease
- Join the mission now, participate today at worldsgreatestshave.com or call 1800 500 088

The Leukaemia Foundation has set a mission for the whole of Australia to raise awareness of blood cancer and stand in solidarity with the 135,000 fellow Aussies currently living with the disease, by participating in the 25th anniversary of the much-loved World's Greatest Shave.

Anyone, anywhere can experience the buzz of shaving, cutting, colouring or waxing (ouch) your hair whilst raising vital funds for the growing number of Australians impacted by blood cancer.

Today, 53 Australians will hear the words "you have blood cancer" such as leukaemia, lymphoma or myeloma, and by 2035, that number is expected to nearly double.

Blood cancer can develop in anyone and at any age from children to adolescents, young adults to working adults with families and older Australians. Sadly, there are no screening programs available for blood cancers and there is no way to prevent blood cancer through lifestyle change.

Leukaemia Foundation CEO, Mr Chris Tanti said, with the incidence of blood cancer continuing to grow, we cannot afford to sit by and allow this cancer to increasingly wreak havoc on families across Australia.

"There has never been a more vital time to get behind World's Greatest Shave and raise much-needed funds to support Australians impacted by blood cancer. By signing up, you are ensuring blood cancer patients have access to the right information, support and care they need to fight the disease as well as someone to turn to every step of the way," said Mr Tanti.

How you choose to participate in the 25th World's Greatest Shave and share this with your community is entirely up to you. Many Australians will choose to lose their locks, colour their cuts or wax their waves in their lounge room, backyard, local hairdressing salon, at their school or even their office.

"More than two million people have sacrificed their hair, or donated to someone who has, over the last 25 years. We've seen heads shaved in all sorts of places across Australia including in helicopters, in state parliament, in shearing sheds, while rock climbing. One brave shaver even did it at the top of Mount Everest!"

"We're encouraging new participants along with Aussies who have taken part in World's Greatest Shave before, to sign up in 2023 and experience the fun and celebration that goes along with supporting a good cause whilst coming up with new exciting ways to take part."

In 2023, World's Greatest Shave will again 'go green' thanks to a partnership with Sustainable Salons. This means ponytails snipped from those taking part in the event can be turned into wigs for those who have lost their hair due to the impact of cancer treatment, with shorter hair clippings transformed into compost and floating booms to absorb oil spills at sea.

Officially ramping up to 'Shave Week' between March 15-19, World's Greatest Shave hopes to raise \$16 million, the single biggest source of funds that enable the work of the Leukaemia Foundation.

"The Leukaemia Foundation is on a mission to raise awareness of blood cancer and beat the disease. Together with our brave and big-hearted shavers, we believe it is possible to achieve our goal of zero lives lost to blood cancer by 2035," Mr Tanti said.

"People with blood cancer need us now more than ever and we can't delay taking action together. I urge all Australians to join us and make it their mission in 2023 to support the growing number of people diagnosed with blood cancer every day by signing up to World's Greatest Shave."



Want to learn more? Visit   

Or to join the fight against blood cancer, call 1800 500 088, or visit www.worldsgreatestshave.com
#WorldsGreatestShave #ShaveForACure #bloodcancer

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