

World's Greatest Shave 2020 - Key Messages

When: 11 – 15 March 2020 (but people can shave anytime!)

Where: Public shaves in communities across Australia - in schools, workplaces, malls, homes, pubs and gathering spots.

Why: World's Greatest Shave 2020 aims to raise \$16.5 million to support and empower families impacted by blood cancer and to accelerate blood cancer research to reach our bold goal: no lives lost to blood cancer by 2035.

How: Sign Up Now.... and Shave the World from Blood Cancer. Search World's Greatest Shave or call 1800 500 088 today.

What is World's Greatest Shave?

Each March, more than 20,000 extraordinary Aussies help beat blood cancer by getting sponsored to shave or colour their hair during the Leukaemia Foundation's World's Greatest Shave.

2020 marks the Leukaemia Foundation's 22nd World's Greatest Shave campaign, making it one of Australia's longest running and most loved fundraising events.

People of all ages will shave, colour, or wax the hair on their head, chest or face – supported all the way by proud family, friends, colleagues and classmates.

The Leukaemia Foundation is the only national charity dedicated to helping more Australians with leukaemia, lymphoma, myeloma and related disorders survive their blood cancer and live a better quality of life.

Why take part?

Every day another 41 Australians are diagnosed with a blood cancer. That's one Aussie every 36 minutes.

Blood cancer is on the rise in Australia. Over the past 10 years, incidence of blood cancer has increased by approximately 30%.

When combined, blood cancers are among the most frequently diagnosed cancers in the Australian community, and the most significant cause of non-preventable cancer death.

Right now, more than 110,000 Australians are living with a blood cancer or related disorders.



When you sign up and raise money for World's Greatest Shave, you can make sure families facing blood cancer have a place to call home during treatment, someone to turn to, and access to the best possible care and treatment.

You will also help drive funding for Australia's best and brightest blood cancer researchers in their quest to deliver rapid advancements in diagnosis, treatment and ultimately a cure.

World's Greatest Shave History

Over the past two decades, more than 2 million Aussies have shaved, waxed, cut or coloured their hair to support people living with blood cancer.

The first shave event was held in Lismore in 1998 where 200 men shaved their head, raising more than \$80,000. The event was inspired by a daughter's love for her dad who was staying at the Leukaemia Foundation's ESA Village in Brisbane while undergoing treatment.

More than 37,500 kilograms of hair has been removed in 20 years!

Where does the money go?

\$20 will ensure our purpose-built accommodation villages are fitted out with all the necessary amenities to provide a comfortable, clean and safe home-away-from-home for families.

\$33 means experienced blood cancer support teams can make regular hospital visits to comfort families through the shock of a diagnosis and anxiety of treatment.

\$53 will help grow blood cancer cells in a lab to undertake vital research into the cause and treatment of blood cancer.

\$64 will ensure people with blood cancer receive one-on-one emotional support, no matter where they live, to help them cope with their blood cancer journey and achieve a better quality of life.

\$80 will keep rural and regional families together when relocating to a capital city for urgent treatment, providing a caring, home-away-from-home in our village communities, so they have the strength to fight their illness with family by their side.

\$103 will provide essential blood cancer research equipment.

\$150 can support the work of a researcher for a day.

