

World's Greatest Shave 2019 - Key Messages

When: 13 – 17 March 2019 (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 2019 aims to raise more than \$16 million to provide emotional and practical support for people living with blood cancer and drive rapid advancements in blood cancer research.

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

2019 celebrates 21 years of the World's Greatest Shave campaign. World's Greatest Shave began back in 1998 and is now 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 35 Australians are diagnosed with a blood cancer. That's one Aussie every 41 minutes.

Blood cancer is the third most diagnosed cancer in Australia.

Although research is improving survival, blood cancer claims more lives than breast cancer and melanoma and sadly an Australian loses their life to blood cancer every two hours.

Right now, more than 60,000 Australians are living with a blood cancer or related disorders.

Blood cancer can develop in anyone, of any age, at any time.

When you sign up and raise money for the World's Greatest Shave, you can make a difference by giving families facing blood cancer the emotional and practical support they need.



You will also fund vital research to help more people survive blood cancers like lymphoma, leukaemia and myeloma, while improving their quality of life.

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.

