

WORLD'S GREATEST SHAVE 2023 FACTSHEET



ABOUT WORLD'S GREATEST SHAVE

- Every March, thousands of big-hearted and brave Australians get sponsored to shave, colour or cut their hair.
- Anyone, anywhere, can experience the buzz of shaving, cutting or colouring.
- Some have a personal connection to blood cancer, while others take part simply to have fun, challenge themselves or do something for a good cause.
- 2023 is a special year for the Leukaemia Foundation, as we're celebrating 25 years of World's Greatest Shave – making this amazing event one of Australia's most iconic and longest-running fundraising campaigns.
- Ponytails over 20cm long can be donated to Sustainable Salons who work with charitable organisations and wigmakers to change the lives of those who have lost their hair due to treatment. Shorter hair can be donated and made into 'hair booms' to soak up oil spills in the ocean.

ABOUT BLOOD CANCER IN AUSTRALIA

- Blood cancer is the third most diagnosed cancer in Australia and the second most common cause of cancer-related death in the country.
- 53 Australians are diagnosed with blood cancer every day. That's one person every 27 minutes.
- Further to this, 16 people will lose their battle to blood cancer every day.
- Incidence of blood cancer continues to grow. Over the past 10 years, incidence of blood cancer has increased by 47%
- Acute lymphoblastic leukaemia is the most commonly diagnosed childhood cancer (between 0-14 years).
- More than 135,000 people are living with blood cancer or a related blood disorder in Australia today.
- Blood cancer can't be screened for, and it can't be prevented. It doesn't discriminate and can strike anyone at any time.
- More support for Australians living with blood cancer is urgently needed.

ABOUT THE LEUKAEMIA FOUNDATION

The Leukaemia Foundation is the Australian charity stopping blood cancer from wrecking lives.

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

The Leukaemia Foundation offers expert support, funds leading-edge research and campaigns to make change for Australians facing blood cancer.

The Leukaemia Foundation provides:

- Emotional support for blood cancer patients and their families from highly trained Blood Cancer Support Coordinators.
- Accommodation for patients and their families who live in regional, rural or remote areas of Australia so they can be closer to life-saving treatment.

- Transport services to put people with blood cancer on the road to recovery by helping them get to their medical appointments.
- Trusted Information to empower patients and their families to navigate the road ahead, including critical education, support groups, booklets, newsletters, and online information.

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, ultimately, better outcomes so that more people live through blood cancer and live well.



#WorldsGreatestShave

**Leukaemia
Foundation**