

NEWS RELEASE

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Heads up – Shave week is nearly hair! ***‘Shave 09’ – March 9-15***

Shave 09 begins on Monday – go bald for a good cause.

The Leukaemia & Blood Foundation is aiming to get 10,000 people – the number of New Zealanders who are living with a blood cancer – to shave their heads next week to help raise money for its work.

This national campaign runs annually and raises funds for key components of the Leukaemia & Blood Foundation’s work: Patient support (which costs more than \$1000 a day to provide), awareness and research.

This year, executive director Pru Etcheverry is hopeful New Zealanders will again take the brave step to shave their locks for the cause.

“Shaving is a bold but simple way of supporting those living with leukaemia, lymphoma and related blood conditions, many of whom lose their hair as a result of treatment.

“We love the way Kiwis are getting involved with Shave; we have schools, businesses and individuals taking part in this mass expression of empathy and solidarity for the 10,000 New Zealanders currently living with a blood cancer in New Zealand.”

“Many of us know someone that has been affected by these diseases. With a vision to cure and a mission to care, Shave 09 will provide the platform for further research and dedicated patient support,” says Etcheverry.

Blood cancers can strike anyone, of any age, at any time.

In New Zealand, blood cancers combined are the fourth most common cancer. In fact six children and adults are diagnosed each day in New Zealand with leukaemia, lymphoma, myeloma or a related blood condition.

To take part in Shave 09, register at www.shaveforcure.co.nz.

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