



## Heads from all walks of life come together for the 10<sup>th</sup> edition of the Leucan Shaved Head Challenge!

Montreal, June 13, 2010 – Heads from all walks of life sacrificed their hair for Leucan’s good cause as part of the 10<sup>th</sup> edition of Leucan’s signature event, themed “Hats off to my hero!”. Indeed, over 9,000 participants helped raise nearly 4.5 million of dollars for children with cancer as part of the **Leucan Shaved Head Challenge**, presented by Jean Coutu on this anniversary year. Since its inauguration in 2001, more than 40,000 people have taken up the Challenge.

More than a fundraiser, the Leucan Shaved Head Challenge is also a gesture of solidarity towards children with cancer. Highlights of this year’s event were most certainly when Éric Lucas (boxer), Caroline Allard (novelist), Andrew Ranger (racing car driver), and François Bonnardel (provincial ADQ MP) took a seat under the razor. Said provincial spokesperson Annie Villeneuve: “It is impressive, and most of all really moving to see all these people gather to experience the Shaved Head Challenge, and to contribute to such an important cause as Leucan’s. Making a donation is a wonderful gesture, but getting one’s hair shaved increases the value of such a contribution!”

Family services are at the heart of Leucan’s mission, and as such, with the money raised during the Challenge, the Association will be able to pursue its role of accompanying families in their living environment, whether that be at the hospital, at home, at school, as part of their social lives or on the public scene. The funds will also go towards financing clinical research. Leucan is there for its members as soon as the diagnosis falls, and through all the stages of the illness.

### The Challenge’s results throughout the province

Founded 10 years ago, the Leucan Shaved Head Challenge is undoubtedly THE most important event in this province during which people get their head shaved to show solidarity to children with cancer. With over 35 shaving sites all over the province, and team challenges held at different workplaces and schools, the 2010 Leucan Shaved Head Challenge delivered astounding results:

Leucan’s Head Office (Montreal-Laval) 1,468 shaved heads - \$810,755	Leucan Laurentides-Lanaudière 1,337 shaved heads - \$571,372	Leucan Outaouais 330 shaved heads - \$196,102
Leucan Abitibi-Témiscamingue 848 shaved heads - \$262,331	Leucan Mauricie-et-Centre-du-Québec 1,117 shaved heads - \$519,977	Leucan Québec City 1,611 shaved heads - \$972,987
Leucan Estrie 456 shaved heads - \$196,322	Leucan Montérégie 1,647 shaved heads - \$801,863	Leucan Saguenay-Lac-Saint-Jean 201 shaved heads - \$151,150

Leucan would like to give a warm thank you to: Annie Villeneuve; the children spokespeople; each and every participant, donors, site hosts, and volunteers; the event presenter, Jean Coutu; provincial sponsors: Fédération des producteurs d’œufs de consommation du Québec, Schick, Ombrelle, Productions Extrême, Microban by Noveko; as well as all regional sponsors, who have made this year’s Challenge such a successful event.

For more information, please visit [tetesrasees.com](http://tetesrasees.com).



### Source and information

Joanne Myers | Leucan  
514 731-3696 or 1 800 361-9643, ext. 210  
joanne.myers@leucan.qc.ca  
Information about the Association: leucan.qc.ca