

**Press release****The Leucan Shaved Head Challenge: A 13<sup>th</sup> edition launched in the 2.0 era**

MONTREAL, March 28, 2013 – For the thirteenth consecutive year, the [Leucan Shaved Head Challenge](#), presented by [Jean Coutu](#), will give the Quebec population a chance to show their support to cancer-stricken children and their families by having their head shaved. This year, the Challenge is launched in a creative, innovative and *virtual* way!

**100 public personalities going bald**

It is through a viral campaign on social networks that Leucan launched the 2013 edition of the Challenge. About a hundred public figures from different spheres—including Alexandre Despatie, the Grandes Gueules and Richard Turcotte, Éric Salvail, Sophie Cadieux, and Léo Bureau-Blouin – joined [Dominic Paquet, provincial spokesperson of the campaign](#), to drive this wave of solidarity on the Web. They got their head shaved virtually and changed their profile pictures on various social media sites for the occasion. Thanks to their numerous followers on social networks, this Web campaign will reach more than one million people. Visit the Challenge's [official Facebook page](#) or [official website](#) to see a photo montage. The complete list of public figures taking part in this movement can be found below.

**“Is this a joke or...”**

To reinforce this initiative, we have also shared a Web clip featuring our spokesperson attempting to convince a young boy to test our Web application “[Rasés pour Leucan](#)”. Click [here](#) to watch the video — a funny and original way to introduce our campaign.

**An extraordinary head-shaving event at Place Ville Marie**

Stand-up comedian [Dominic Paquet](#) happily agreed to support the cause as spokesperson for a second year in a row. “Serving as spokesperson last year gave me the opportunity to witness firsthand how touching and powerful it is to see Quebecers of all ages and from different regions rallying up together to come to the help of children affected by cancer for whom Leucan’s services are essential. I urge everyone to take part in the Challenge. Your head is worth more than you think!” And [Dominic](#) should know; he agreed to have his head shaved not once but three times: virtually, live on the [Salut Bonjour!](#) morning show, and finally at [Place Ville Marie](#) where volunteers and the public at large will have the opportunity to “shave” a giant head in his likeness, one hair at a time.

**We extend our thanks to all the public personalities who support and take part in our initiative:**

Alexandre Despatie | Alexandre Turgeon (Occupation Double) | Amélie B. Simard | Andr anne A. Malette | Andr anne Blais | Andr anne Brunet | Ana s Favron | Annie -Soleil Proteau | Anouk Meunier | Antoine Gratton | Audrey Benoit | Audrey Villeneuve | Babu | Benoit Cossette |

Benoit Gagnon | Benoit Huot | Bruno Ayotte | Cécile Hénault | Claudia Turcotte | Chantal Binet | Christian Fréchette | Claudine Prévost | Clément Jacques | David Brown | Daniel Melançon | Denis Fortin | Dhanaé Audet Beaulieu | Diane Piotte | Denis Courchesne | Dominic Boisclair | Dominic Paquet | Élodie Déry | Emmanuel Bilodeau | Equipe de Boom FM Montérégie | Équipe de CIME et Alain Jean-Mary | Elizabeth Duperré | Élyse Marquis | Émily Bégin | Éric Salvail | Érika Brouillard (Occupation Double) | Étienne Drapeau | Francisco Randez | François-Olivier Dénomme | François Bonnardel | Fredo le magicien | Gab Palardy | Geneviève Brouillette | Gino Chouinard | Isabelle Gagnon | Jean-François Mercier | Jean-Nicolas Verreault | Jeff Boudreault | Jennifer Gravel | Jérôme Roy | Johany Hébert-Cimon | Joey Scarpellino | Jonathan Garnier | Jonathan Cimon | Jonathan Cyrenne | Josée Boudreault | Julie Houle | Julie Saint-Pierre | Justine Brindle | Karl W. Ouimette | Léo Bureau-Blouin | Les Grandes Gueules et Richard Turcotte | Lili Simard | Linda Cantin | Louis Pelletier | Luigi | Marie-Christine Proulx | Marie Plourde | Martin Beaucage | Martine Girouard | Martin Lemay | Marie-Claude Barrette | Max Coulombe | Maxime Desbiens-Tremblay | Maxime Le Flaguais | Mélanie Goulet | Mélanie Maynard | Mélissa Martin | The Gazette team members | Michael Girard | Mike Ward | Nicolas Ouellet | Noémie Yelle | PA Beaudoin | Patrick Martin | Pierre Landry | Philippe Bond | Phil Branch | Philo Lirette | Pierre Pagé | Renée Germain | Sabrina Cournoyer | Sophie Beaudet | Stéphanie Poitras | Sophie Cadieux | Sylvie Fréchette | Tobie Bureau-Huot | Vanessa Pilon | Virginie Coossa | Xavier Morin-Lefort | Yanick Michaud | Yannick Rochette

#### **About Leucan**

For 35 years, Leucan has been committed to help cancer-stricken children and their families. In addition to its support to [clinical research](#), the Association provides specific and tailored services to more than 3,600 families : [welcome, emotional assistance and support](#), [financial assistance](#), [massage therapy](#), [hosting and support in playrooms](#), [socio-recreational activities](#), [school life services](#), [end-of-life and bereavement follow-up](#), as well as the [Leucan Information Centre](#). Apart from its head office in Montreal, Leucan has eight regional offices.