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**Press release**

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## **The 2016 Leucan Shaved Head Challenge: As rallying and emotionally rich as ever!**

**Montréal, May 29, 2016** – Today, hundreds of individuals across Québec took part in the 16<sup>th</sup> provincial day of the [Leucan Shaved Head Challenge](#), presented by [PROXIM](#). By getting their heads shaved to raise money for the cause, they have made a difficult but extremely rewarding decision for cancer-stricken children and their families.

“By taking on the Challenge, you help Leucan to support all those families coping with pediatric cancer. Your participation makes all the difference, and that’s why I’m happy to be a spokesperson for this rallying event,” says Dominic Paquet, stand-up comedian and volunteer spokesman of the Challenge for a fifth consecutive year.

Hosts Vanessa Pilon and Nicolas Ouellet, very popular with Québec’s youth, were happy to welcome people at the official provincial shaving site at Place Versailles. The event was a great success. “Having taken on the Challenge recently, I was thrilled to be there with participants through this highly emotional experience! I could read the pride and vulnerability on their faces, and it was beautiful to see. It’s so stimulating to go through all of this, together; it increases the impact of this action tenfold. There are tons of newly bald heads walking around, just in time for the summer! I think we launched a new summer trend!” Vanessa exclaims.

With 13 shaving sites in operation today and over 35 more events planned until the fall, Leucan is well on its way to reach its fundraising goal of \$4.5 million. It’s also possible to organize a Personalized Challenge, alone or with friends, family members or colleagues, at any time during the year.

Donations made to Leucan help provide support and a wide range of tailored services to families, in addition to injecting massive funds in clinical research in pediatric oncology. Research is crucial to improve the treatments available to cancer-stricken children.

The team of Leucan extends its warmest thanks to all participants, donors and volunteers for making this event such a success. Leucan would also like to recognize TAM-TAM\TBWA for creating a beautiful new advertising campaign for the Challenge; Dominic Paquet, the Challenge’s devoted volunteer spokesperson; [PROXIM](#), the new presenting sponsor of the

event; and [Mia](#) for creating and selling its exclusive [earrings of hope](#) in support of the Association for a second year.

### **About the Challenge**

The [Leucan Shaved Head Challenge](#) is a major fundraiser of Leucan that engages the community in a spirit of solidarity to provide services to cancer-stricken children and their families as well as providing financial support to clinical research. It is also a gesture of support for children whose body image is altered when chemotherapy provokes hair loss.

### **About Leucan**

For more than 35 years, [Leucan](#) has been supporting cancer-stricken children and their families from the day of diagnosis through every stage of the disease. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides specific and personalized services delivered by a qualified team with a cutting edge expertise. Leucan also funds clinical research and the Leucan Information Centre. With its many offices, Leucan is present throughout Quebec.

### **About PROXIM**

PROXIM will be celebrating its 10th anniversary in 2016, and was created following the consolidation of independent pharmacist-owners. With over 250 pharmacies throughout Québec, pharmacist-owners affiliated with PROXIM are leading health professionals in their community. Their priority is to provide specialized and customized support to their patients for improved health.

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### **Source and information:**

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