

SHAVED  
HEAD  
CHALLENGE

leucan 



**Press Release**  
**Embargoed until May 27**

## **The Leucan Shaved Head Challenge: The Association Welcomes more than 700 New Defenders**

**Montreal, May 27, 2018** – Today, more than 700 individuals showed their support to cancer-stricken children in Quebec by taking part in the [Leucan Shaved Head Challenge](#) presented by [PROXIM](#).

“I want to welcome all those people who are now members of our gang: the Leucan Defenders. I urge everyone to join us and live this one-of-a-kind experience,” says Dominic Paquet, participant and volunteer spokesperson of the Leucan Shaved Head Challenge for a 7<sup>th</sup> year.

There are 11 official shaving sites opened today across the province, including the Videotron Centre in Quebec City, Leucan’s largest venue with 180 participants registered. Participants go above and beyond the money raised with their gesture: with their new bald look, they become ambassadors for the cause over several weeks.

To help Leucan reach its fundraising goal of \$4.3M, people are encouraged to sign up at one of the 30 official Leucan shaving sites operating from now until the fall or to launch a Personalized Challenge and decide on the date, time, location, and scope of their own Challenge. For more information, please visit [tetesrasees.com](http://tetesrasees.com).

Leucan wishes to highlight the generosity of [PROXIM](#), the presenting sponsor of the event for a 3<sup>rd</sup> year; [Mia](#) for creating the Earrings of Hope for a 4<sup>th</sup> year and donating the sales proceeds to the Association; [Subway](#) for providing meals to volunteers at our shaving sites; and stand-up comedian Dominic Paquet, the provincial spokesperson of the Challenge.

### **About the Challenge**

The Leucan Shaved Head Challenge is a major fundraising campaign that engages the community in a solidarity wave to provide families of cancer-stricken children with the services they need. It is also a gesture of support for children having to cope with a change in their appearance in the form of hair loss, a side-effect of chemotherapy.

**About Leucan**

For 40 years, [Leucan](#) has been committed to supporting cancer-stricken children and their families from the day of diagnosis and through every stage of cancer and its effects. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides distinctive and tailored services delivered by a qualified team with a cutting-edge expertise. Leucan also funds clinical research and the Leucan Information Centre. With its 9 offices, Leucan is available across the province.

**About Proxim**

PROXIM was founded through the major grouping of independent pharmacists-owners. With more than 270 drugstores across Quebec, the pharmacists-owners affiliated with PROXIM are leading health professionals in their respective communities. Their priority is to provide their patients with specialized and tailored care and support to promote better health.

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**Source and information:**

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