

The Leucan Shaved Head Challenge Now Virtual

MONTREAL, MARCH 26, 2020 – As hair salons are closing for at least three weeks, Leucan invites the population to take part virtually in the Leucan Shaved Head Challenge, presented by Proxim, by organizing a shaving at home benefitting the Association.

Confined, connected and united for children with cancer

“Indoor and outdoor gatherings are forbidden, but it’s possible to stay connected and united with children who have cancer. Leucan invites the population to register to take part in the Leucan Shaved Head Challenge and to share their experience on social media through photos or live videos, in the virtual company of their loved ones”, said Lysanne Groulx, provincial director, annual campaigns and communications at Leucan.

A group of 21 people in Montérégie took part yesterday in the Leucan Shaved Head Challenge simultaneously in the comfort of their own homes in support of Julien Tremblay, 8 years old, who was diagnosed with acute lymphoblastic leukemia on February 28. Together, the group raised close to \$35,000 for Leucan. A video of their virtual collective shave is available on the Leucan Shaved Head Challenge’s [Facebook page](#).

Pediatric cancer never takes a break

Even though many companies have had to pause their activities to stop the spread of COVID-19, Leucan’s mission isn’t on hold. In Quebec, nearly one family a day receives a pediatric cancer diagnosis or relapse. If the confinement measures last one month, that means close to 30 families will get the terrible news.

It is possible to take part in the Challenge by clicking [here](#).

Leucan wishes to highlight the generosity of Proxim, the presenting sponsor of the event for a 5th year; [Mia](#) for creating the Earrings of Hope for a 6th year and donating the sales proceeds to the Association; and [Subway](#) for providing meals to volunteers at our shaving sites.

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 more than 40 years, Leucan has been supporting cancer-stricken children and their families from the day of diagnosis through every stage of the disease and its side-effects. 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 nine offices, Leucan is present throughout Quebec.

About Proxim

Proxim was founded through the major grouping of independent pharmacists-owners. With more than 300 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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