



Press release
FOR IMMEDIATE RELEASE

Marie-Mai shaves her head as part of Leucan Shaved Head Challenge's 20th anniversary

Montreal, March 9, 2020 – After more than one year as Godmother of Leucan, Marie-Mai has made the most significant gesture of solidarity there is towards children with cancer: she shaved her head as part of the 20th anniversary of the Leucan Shaved Head Challenge, presented by [Proxim](#).

Marie-Mai showed off her new hairdo on the digital cover of [Elle Québec](#) magazine. “I shaved my head in solidarity with those who don’t have the privilege of making that choice; and, thanks to them, I know now that courage, beauty and strength have nothing to do with the length of one’s hair,” said Marie-Mai.

Marie-Mai, the first of twenty exceptional women to unveil a new look

Marie-Mai shaving her head is part of the Leucan Shaved Head Challenge’s flagship activity aiming to unite 20 great women from across Quebec, spanning various horizons, who will follow Marie-Mai’s lead and have their heads shaved next May. These women’s identities will be revealed next week in Leucan’s publications.

“We are so proud that our Godmother accepted our invitation and made this daring gesture. The fact that she is leading this ambitious and unifying project is a testament to her generosity and the depth of her commitment towards cancer-stricken children. Of all the fundraising activities, the Leucan Shaved Head Challenge is without a doubt the one that requires the most courage and has the strongest, most direct connection to the cause that it supports”, adds Pascale Bouchard, executive director of Leucan.

Leucan and Marie-Mai invite the population to join this great movement and take part in the Leucan Shaved Head Challenge.

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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