



**Press release
FOR IMMEDIATE RELEASE**

Leucan to organize the greatest virtual gathering of shaved heads on May 31

Montréal, May 6, 2020 – As Quebec continues to be confined, [Leucan](#) invites the population to take part in the Great Virtual Gathering of the [Leucan Shaved Head Challenge](#), presented by [Proxim](#), on May 31.

“We’d like to see at least 1,000 people join the movement. We want the province of Quebec to vibrate with the sound of electric razors on May 31. I did it and, honestly, it’s one of the best decisions of my life. It’s freeing and so significant for young people and children who don’t have that choice,” explains Marie-Mai in a [video published today on social media](#).

The event on May 31 will end with a virtual gathering in the form of a live video on the Leucan Shaved Head Challenge’s Facebook page. Leucan will reveal the details of the event later in the month.

“This year, the Leucan Shaved Head Challenge celebrates its 20th anniversary. We want to gather everyone and celebrate 20 years of solidarity. Most of all, we want to show families with a child who has cancer that all of Quebec has their back,” explains Lysanne Groulx, Provincial Director, Annual Campaigns and Communications at Leucan.

It is possible to register 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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