

# 2010 FACT SHEET



## ABOUT THE WORLD'S GREATEST SHAVE

- **WHAT:** The Leukaemia Foundation World's Greatest Shave is one of Australia's biggest fundraising events. Money raised is funds free services to support patients and families living with leukaemias, lymphomas, myeloma and related blood disorders. It also funds blood cancer research to find better treatments and cures.
- **WHO:** More than 125,000 people from all walks of life are expected to shave or colour their hair this year. Some will go it alone while others will get together with family, friends and workmates.
- **WHEN:** Most people will shave or colour from 11-13 March 2010.
- **WHERE:** Many people will arrange their own event at home or work, while others will shave or colour in front of a crowd. Public events are listed at [www.worldsgreatestshave.com](http://www.worldsgreatestshave.com)
- **HOW:** Register at [www.worldsgreatestshave.com](http://www.worldsgreatestshave.com) or 1800 500 088. Then ask family, friends and workmates to be sponsors. Top fundraisers are listed on our website.

## HISTORY

- Since 1998, World's Greatest Shave has raised in excess of \$93 million.
- The Leukaemia Foundation holds the Guinness World Record for Most heads shaved over a 24 hour period, set between 12 pm on April 16, 1999 and 12 pm on April 17 1999.

## WHERE THE MONEY GOES

- Money raised is used by the Leukaemia Foundation to provide free services to support patients and their families and fund research to find better treatments and cures.
- \$40 supports the laboratory costs for a PhD student for one day.
- \$57 is the average cost for one car to transport patients to and from treatment centres each day.
- \$100 supports the laboratory costs for a research fellow for one day.
- \$120 provides a regional family with a place to call home for two during treatment near major hospitals.
- \$160 supports a PhD student for one day.
- \$250 provides access for a patient and their family to attend a disease-specific education and support program.
- 17c cents from every dollar is used to cover the costs of the campaign.

## ABOUT THE LEUKAEMIA FOUNDATION'S WORK

- The Leukaemia Foundation receives no ongoing government funding and relies on community support to fund its Vision to Cure and Mission to Care.
  - **Vision to Cure** – Research has made a difference in our lifetime. 80 per cent of children survive acute lymphoblastic leukaemia today compared to 20 per cent a few decades ago. But with blood cancer the second most common cause of cancer death in Australia, continued research is needed and will lead to better treatments and cures.

**In 2010, the Leukaemia Foundation is investing more than \$4 million in research projects nationally.**

- **Mission to Care** – People with leukaemias, lymphomas, myeloma and related blood disorders need support. The Leukaemia Foundation improves the quality of life for patients and their families through free services including education, information, emotional support, transport to and from hospital and accommodation for regional people who relocate to capital cities for treatment.

**In 2009, we supported:**

- over 1,200 regional families by providing a place for them to call home during their long and tough treatment in capital cities;
- almost 6,500 people by providing transport to keep them safe from high infection risk areas such as public transport, with the support of volunteer drivers
- over 7,200 patients and carers through specialised education and support sessions
- over 13,500 patients and their families in more than 100,000 interactions in person and by phone.

## ABOUT BLOOD CANCER<sup>1</sup>

- Every hour, someone in Australia is diagnosed with leukaemia, lymphoma or myeloma. Every two hours someone dies from one of these diseases.
- Blood cancer is the second most common cause of cancer death in Australia.
- Lymphoma is the fifth most common cancer in Australia, affects more women than ovarian and cervical cancers, and kills more Australians than does melanoma.
- Leukaemia is the most common cancer in children in Australia but predominantly develops in young adults and older people.
- Myeloma is one of the most rapidly increasing forms of cancer in the western world.

Rank	Deaths	New diagnoses
1	Lung, bronchus & trachea (7,348)	Male genital including Prostate (17,109)
2	Blood (lymphohaematopoietic) (4,248)	Colorectal (13,076)
3	Unknown primary site (3,910)	Breast (12,265)
4	Colorectal (3,801)	Melanoma of skin (10,684)
5	Male genital including Prostate (2,993)	Blood (lymphohaematopoietic) (9,720)

Source: AIHW (2008) Australian Incidence and Mortality Books for Cancers

<sup>1</sup> AIHW(2008) Australian Incidence and Mortality Books for Cancers