**MEDIA RELEASE FROM THE CANCER ASSOCIATION OF SOUTH AFRICA (CANSA)**

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Attention**:** News Editor

For Immediate Release

**Colouring Hope at CANSA Shavathon**

It’s time for the Cancer Association of South Africa (CANSA)’s 16th national Shavathon campaign <https://www.shavathon.org.za/shave-or-spray-at-a-shopping-centre/> with the theme ‘Colouring Hope’. Shavathon events take place at shopping centres across the country on Saturday, 2 March, with a few venues offering events on Sunday, 3 March – details available on the Shavathon website <https://www.shavathon.org.za/participating-shopping-centres/>.

Shavathon started as a way to show solidarity or support for cancer patients, as losing hair is a common side effect of cancer therapy. Participants show support by donating a fee to shave or spray their hair. The donation is used by CANSA to provide a care and support service to the public and all people affected by cancer.

“While the words ‘colouring’ and ‘hope’ might not be top of mind when thinking of cancer, CANSA emphasises that a diagnosis *is no longer a death sentence*. More people are living beyond cancer, and they need a public show of support to encourage them to keep fighting and adapting to living with the side effects of treatment,” says Maria Scholtz, CANSA’s Head of Sustainability.

Adults pay R50 and children u / 12 R25 to participate. Funds received go towards CANSA’s care and support programmes for patients, caregivers and loved ones <https://www.cansa.org.za/cansas-care-support/> .

Scholtz adds, “We hope everyone will join us in showing those affected by cancer that they are not alone. Participating provides an opportunity for everyone to be involved in Colouring Hope, by spraying or stencilling their hair, or shaving their head, or donating a ponytail to make a wig. Selfie boards are also available to share the fun and action with others while creating awareness of cancer and the need to support cancer Survivors (patients).”

An exciting addition this year is a children’s colouring book and crayons for sale at R25 each for the younger participants promoting cancer smart messages. A limited edition ‘Colouring Hope’ CANSA Wraps (bandana) is also available at R50 for people to purchase and wear in support of cancer survivors.

To host an event, please register and order Shavathon products through the Shavathon eShop <https://www.shavathon.org.za/how-to-organise-your-own-shavathon-event/> . Anyone can host an event, it is not limited to workplaces, organisations or schools. The deadline for registration and orders is Tuesday 22 February. An early bird discount applies if orders are placed by Friday, 1 February. Hosts’ events will take place 4 to 8 March 2019.

Participants are also invited to open an online fundraising page before Shavathon events and to invite their contacts to support the action they will take on behalf of cancer Survivors on the day, by making a donation <https://www.shavathon.org.za/raise-funds-online/> .

#CANSAShavathon #ColouringHope #CANSACares

Visit [www.shavathon.org.za](http://www.shavathon.org.za) or contact the nearest CANSA Care Centre, call CANSA toll-free 0800 22 66 22 or email: info@cansa.org.za. CANSA offers multi-lingual support on WhatsApp: 0721979305 for English and Afrikaans and 0718673530 for Xhosa, Zulu, Sotho and Siswati. Follow CANSA on Twitter: [@CANSA](file:///C%3A%5CUsers%5Cuser%5CGoogle%20Drive%5CAbout%20Us%5CCANSA%20Admin%5CMedia%20Release%20Template%5C%40CANSA) (http://www.twitter.com/CANSA), join CANSA on Facebook: [CANSA The Cancer Association of South Africa](https://www.facebook.com/CancerAssociationOfSouthAfrica/) and follow CANSA on Instagram: [@cancerassociationofsouthafrica](http://instagram.com/cancerassociationofsouthafrica)

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*(For more information, please contact Lucy Balona, Head: Marketing and Communication at CANSA at email lbalona@cansa.org.za. Call 011 616 7662 or mobile 082 459 5230.)*

***ABOUT CANSA (editor’s notes)***

*CANSA offers a unique integrated service to the public and to all people affected by cancer. CANSA is a leading role-player in cancer research (more than R12 million spent annually) and the scientific findings and knowledge gained from our research are used to realign our health programmes, as well as strengthen our watchdog role to the greater benefit of the public. Our health programmes comprise health and education campaigns; CANSA Care Centres that offer a wide range of care and support services to those affected by cancer; stoma and other clinical support and organisational management; medical equipment hire, as well as a toll-free line to offer information and support. We also supply patient care and support in the form of 11 CANSA Care Homes in the main metropolitan areas for out-of-town cancer patients; a Wellness Centre based in Polokwane; and CANSA-TLC lodging for parents and guardians of children undergoing cancer treatment.*