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Go Bald campaign has SCCS confident of another successful Colour Rush

📅 June 26, 2018, Tuesday

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A file photo from last year's Colour Rush charity run in Miri.

MIRI: The success of the recent Go Bald campaign by Sarawak Children's Cancer Society (SCCS) – during which RM818,705 was raised through the shaving of 978 heads – has given SCCS confidence in staging a successful Colour Rush charity run in September.

Its president Jocelyn Hee said although the funds raised from Go Bald did not reach the RM1-million target, SCCS is happy with the overall response from the public.

“Apart from the main events, there were a total of 12 satellite shaves carried out by various organisations, including schools. This shows that the awareness for childhood cancer is gradually increasing,” she said.

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The money raised from the main event, she added, will be used to fund the society's annual operating cost of approximately RM1.5 million, which includes running the two halfway homes in Kuching and Miri, provision of emotional support, medical aid and subsidies, financial aid, education and training, public awareness programmes and various recreational events such as a youth camp and family day.

"The upcoming projects for SCCS include the upgrading of the playroom and parents' waiting room at the Paediatric Oncology Ward 2A at the Sarawak General Hospital.

"The purpose of this project is to create a hospital playroom that create stimuli for children to play freely, allowing them to expand their emotional, cognitive, social, psychology, physical and psychomotor development whilst receiving treatment at the hospital.

"Certainly, all these would not be possible without the support, sponsorship and donation from the public, sponsors and donors," she Hee.

Members of the public who are interested to participate in the sixth edition of Colour Rush charity run can do so by registering themselves in Kuching, Miri and Sibu, beginning yesterday until Sept 12.

In Kuching, the registration counter is at the SCCS Centre from Monday to Saturday, 9am to 4pm. As for weekend roadshows, booths will be open from 10am to 10pm at Vivacity Megamall.

For participants in Miri, registration forms are available at Somerset Hotel (No. 12, Kwang Tung Road) every Monday to Friday from 9am to 4pm. Weekend roadshows will see booths set up at Permaisuri Imperial City Mall from 10am to 8pm.

In Sibu, booths will be opened for weekend roadshows at Star Mega Mall every Saturday and Sunday, from 12pm to 6pm.

Hee said so far, a total of 1,155 individuals have signed up for Colour Run, with Miri recording the highest at 414 followed by Sibu (373) and Kuching (368).

"The early-bird rate of RM38 is on now until July 22, so we hope that more people from all walks of life could come together and support the cause," she added.

The sixth edition of Colour Rush will be held on Sept 17 at Saradise Kuching, Sept 23 at Miri Central Park, and Sept 30 at Sibu Town Square, all from 6am onwards.

Online registration is now available at www.colourrushrun.com.

For corporate or group registrations with a minimum of 10 persons, get in touch with Genevieve Tan at colourrushrun@sccs.org.my.

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For more information on the event, contact SCCS Centre at 082-686276 or visit www.colourrushrun.com or www.facebook.com/colourrushrun.

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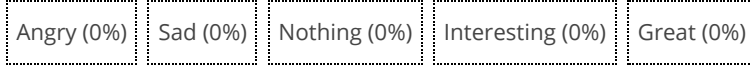
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