

Hair-shaving event to raise funds for charity

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DESPITE the economic crisis, NTUC Income's off-beat charity drive, Project Love - which roped in senior managers to wash cars while dressed up as Charlie's Angels, and go without food for 42 hours - is raking in the cash.

The event has raised \$262,527 since it started on Dec 9, around \$37,000 short of its \$300,000 target with just six more days of fundraising to go. This means they are right on track, said Ms Caroline Fernandez (right), 41, head of public affairs for NTUC Income.

Chief executive Tan Suet Chieh said: "What is impressive is that more than 80 per cent of the total contributions came from individuals. The buzz is unbelievable...especially in the context of the current recession."



While most activities have already been completed, the grand finale will be held next Monday, when Ms Fernandez will boldly shave her head in the hope of raising another \$75,000 to \$100,000.

Asked how she felt about doing it, Ms Fernandez replied with just one word: "Scared!"

Going bald now would be especially heartrending because she had been getting "a lot of compliments" about her hair recently.

But she is hopeful the G.I. Jane look will up her "cool quotient" with her teenage niece and nephew.

She said she was persuaded by Mr Tan to cut off her shoulder-length tresses. As a bonus, he promised to donate part of the money to Action for Aids, a voluntary organisation of which she is an executive committee member.

Besides egging her on, her friends are also making sure that she "does not sneak off in a sampan in the dead of night" before next Monday.

The head-shaving event will be held at the NTUC Income Centre at Bras Basah Road. NTUC Income will announce the total amount of funds raised by Project Love after the event.

HELPDESK 我的字典

Heartrending:
心痛 xīn tòng

Tresses: 长发 cháng fǎ

For more details, visit
<http://projectlove.income.com.sg>

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