



PRESS RELEASE

NO. 1 CHALLENGE

FRIDAY 28 SEPTEMBER 2018

The Fijian Competition and Consumer Commission (FCCC) is taking a firm stand to raise awareness on all types of cancer. Just days before the start of Pinktober, which is dedicated to support the worthy cause of battling against cancer, the men at FCCC have pledged to get a 'No. 1 haircut'.

The CEO of FCCC Mr. Joel Abraham says, it is an opportune time for us show our support and stand in solidarity for those Fijians who face hairloss as a result of the side effects of chemotherapy. He adds that the least we can do is change our everyday appearance so someone else doesn't feel alone in this life threatening battle.

Mr. Abraham says that it is imperative for people to learn about this deadly disease and go for early detection. Fijians are encouraged to get themselves checked as early detection may lead to timely cure.

The FCCC is calling on all Fijians and organisations to participate in this No. 1 Challenge. Those that wish to participate can do so by getting a No. 1 haircut and posting their photos on Facebook with the hashtag "#No1Challenge".

The FCCC will be engaging in awareness raising and supportive activities throughout the month of October. This is intended to allow staff members to gain insight on the disease and why early detection is important.

This is being done as part of FCCC's flagship programme for a worthy cause. Annually, FCCC participates in a blooddrive programme as well.

For more information, please contact FCCC, Communications Officer, Ms. Khusboo Singh on 8921991 ext. 335 or email: khusboo.singh@fccc.gov.fj