

Walking for Them



On Wednesday February 21st, our boutique shopping center, G Zameret, hosted the unique fashion show "Walking for them" held for the benefit of the nonprofit Zichron Menachem.

Hosted by Dana Grutzky, a long line of celebrities walked in honor of hospitalized women who are in need of hair donation, some of which took to the stage and walked alongside the celebrities. The event was aimed at raising awareness on the importance of donating hair, placing this need on the public agenda while encouraging women to donate their hair. Dana Zarmon, Natali Dadon, Tahounia Rubel, Yulia Plotkin, Einat Srouf were among other celebrities who actively participated in the event. During the show, live performances were also held, by Adi Bity and Dana Lapidot.

On this special day, the elite hair saloon AtoZ opened a booth at the venue, to collect hair donations. Donors received a gift for their batch of hair, from which wigs are then created especially for those suffering from cancer.

The nonprofit Zichron Menachem was established to support children and youth with cancer. It initiates and promotes numerous activities for the benefit of those with cancer, and has also launched a hair donation initiative, collecting hair to prepare wigs. Of all the suffering caused by cancer, physical and emotional, the loss of hair is immensely distressful for those who have cancer, marking the loss of their identity.



Link to the Israeli channel 2 coverage of the event:

http://www.mako.co.il/news-israel/local-q1_2018/Article-dac2b703439b161004.htm?sCh=338cc3bdc7f26110&pId=25483675