

PRESS RELEASE

Hong Kong Breast Cancer Foundation launches Free Mammogram Service to promote breast cancer early detection and treatment

(17 September 2008 – Hong Kong) Hong Kong Breast Cancer Foundation (HKBCF) is a non-government, non-profit making charitable organisation dedicated to breast health and breast cancer education. Medical research shows that the number of Hong Kong women diagnosed with breast cancer is on the rise continuously. However, early detection of breast cancer can save lives. In view of the situation, HKBCF held a press conference today to announce the details of the Free Mammogram Service under its “Breast Cancer Prevention – Early Detection Program.” Dr. Betty Kwan, Specialist of Family Medicine, and Dr. Chun Kuen Wong, Specialist of Radiology, shared with us the latest information on breast health and mammography.

Breast cancer is the fastest increasing cancer among women in Hong Kong in terms of incidence. For every four cancer cases in women, there is a case of breast cancer. However, around 30% of local women aged 40 to 59 have never heard of mammography screening and as many as 85% of those within the same age group do not undertake biennial screening. Hence, HKBCF launches Free Mammogram Service under the “Breast Cancer Prevention – Early Detection Program.” The objectives of this program is to provide quality medical services and related breast health care knowledge, promote the importance of biennial mammogram screening to more mature women, and help them maintain the habit of regular check-up. Early breast cancer detection can save hefty costs, which usually costs up to HK\$500,000 for adjuvant treatment of each case, and optimize the quality of the patient’s life.

“In order to detect and prevent breast cancer earlier, we dedicated to encourage regular self-breast examination and mammogram. However, we understand that the cost of mammogram might be a burden for the low-income families and female with financial difficulty. Therefore, our program will benefit Hong Kong females aged 40 to 59, who are Comprehensive Social Security Assistance (CSSA) recipients and never screened before, amounting to 2,000 beneficiaries in the first stage, we will continue to raise fund and hope that more female will benefit from the program in the future. On behalf of HKBCF, I would like to thank our major sponsor, Tai Hung Fai Enterprise Co

Ltd, who has kindly underwritten an initial sponsorship to make the Free Mammogram Service happen; Dr. Ellen Li Foundation offers free screening sessions; as well as Tung Wah Groups of Hospitals, St. Paul's Hospital, Lady Helen Woo Women's Centre, Hong Kong Sanatorium & Hospital, Hong Kong Adventist Hospital and Tsuen Wan Adventist Hospital, which provide the service at discounted rate," said Mrs. Joanna Choi, Chairman of HKBCF.

Hong Kong Breast Cancer Foundation is going to hold the Breast Cancer Awareness Walkathon 2008 on the 26th October 2008 (Sunday) at the Peak. Breast cancer patients and survivors, HKBCF members, sponsors and donors will gather together to raise fund for HKBCF.

For more information about the HKBCF, to participate, or donate, please access www.hkbcf.org or call 2525 6033.

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Hong Kong Breast Cancer Foundation

Hong Kong Breast Cancer Foundation (HKBCF) is a charitable organisation inaugurated in March 2005. As a non-government funded organisation, we are the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their families and supporters, and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy. The missions of HKBCF are to raise public awareness of breast cancer and breast health, promote breast cancer education, and advocate the importance of early detection of the disease; provide assistance to breast cancer patients on their road to recovery; and support breast cancer-related research and advocate for better breast cancer care in Hong Kong.