

To: Assignment Editors, Managing Editors and Reporters
(For Immediate Release)

“Pink Walk 2023” - signature charity walk of Hong Kong Breast Cancer Foundation is making a comeback on 15 October at the Peak

“Step Up for Breast Health”!

(Hong Kong, 16 August, 2023) The **Hong Kong Breast Cancer Foundation (HKBCF)**, is delighted to announce that its annual signature fundraising event **"Pink Walk 2023"** is making a comeback on 15 October 2023 (Sunday) at The Peak, Hong Kong Island. Themed **“Step Up for Breast Health”**, this meaningful event aims to raise public awareness on breast cancer threats in Hong Kong while raising funds to support HKBCF’s missions of promoting breast health through education and breast screening, providing support to breast cancer patients on their road to recovery, as well as research and advocacy work. The HKBCF calls on all walks of life to maintain regular exercise to safeguard our own health.

Dr. Eliza FOK, Chairman of HKBCF, said, “In the past three years, we have moved our annual flagship fundraising event online adapting to the pandemic. Results and feedback from the community have been encouraging with generous support pouring in from corporates, societies and individuals. The long-awaited charity walk is about to return to the Peak. May we invite you to walk with the HKBCF for good cause by teaming up with friends and family to participate in the **“Pink Walk 2023”**.”

Dr. Polly CHEUNG, Founder of HKBCF, said, “Latest statistics show 1 that in every 14 women has a chance of developing invasive breast cancer in her lifetime. The number of cases continues to rise, signifying a worrying trend. Staying active is an effective way to reduce breast cancer risks. Your every step propels the work of the HKBCF, enabling us to continue to serve the community and help those in need. Let us join forces in this Pink October and **“Step Up for Breast Health”!**”

"Pink Walk" is set to take place on 15 October 2023 from 8:15am to 1:00pm at the Peak. The 3.5km-route, from The Peak Road Garden to The Peak Tower, is suitable for all levels and ages to participate. To support Pink October, the HKBCF encourages participants to dress in **pink** to spread the breast health message. Walkers get to enjoy the incredible views of Hong Kong’s skyline along the trail, which takes about 1 hour to 1.5 hours to complete. **"Pink Walk 2023"** is now open for registration. Successful registrants will receive a goodie bag, on a first-come-first served basis, on the day. Stock is limited, so please register early. For details, please visit the event website: <https://pinkwalk.hk/>

The **"Pink Walk 2023"** presents a range of fabulous awards and prizes for all participants. Upon enrolling and making a donation, participants will be eligible to compete for the "Top Fundraiser Award", "Highest Participation Award" for Teams, and "Best-dressed PINK Award" with fantastic prizes up for grabs. All award results will be announced on-site on the day of the event.

About Hong Kong Breast Cancer Foundation

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to mitigating the threat of breast cancer to the local community through education, patient support and research & advocacy. Its mission is to promote breast health awareness, support breast cancer patients on their road to recovery, and advocate breast health education and cancer care in Hong Kong.

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