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Hong Kong Breast Cancer Foundation
“Pink Walk 2023” Charity Walk Concluded Successfully
Nearly 2,000 Pink Walkers returned to the Peak for
Step Up for Breast Health

(Hong Kong – 16 October 2023) The annual flagship fundraising event, **“Pink Walk 2023”** organised by the **Hong Kong Breast Cancer Foundation (HKBCF)**, was successfully held on 15 October in the Breast Cancer Awareness Month at the Peak, Hong Kong Island. With close to 2,000 pink walkers participating, the **“Pink Walk”** has gathered collective strength from the city to support the HKBCF's work.

Themed **“Step Up for Breast Health”**, **“Pink Walk 2023”** aims to raise public awareness of the threat of breast cancer in Hong Kong and raise funds to support the HKBCF's work in breast health education, patient support services, and research and advocacy. The HKBCF calls on everyone to maintain regular exercise habits to safeguard one's own health.

The recently released Hong Kong Breast Cancer Registry Report No.15 by HKBCF revealed that regular Mammography (MMG) screening for women can help early detection of breast cancer, improve postoperative survival rates, reduce medical costs, and avoid unnecessary treatments. **Dr. Eliza Fok, Chairman of HKBCF**, said, "Since its establishment 18 years ago, the HKBCF has been raising funds to provide, amongst other services and work, partially or fully sponsored MMG screening and patient support services for women from the low-income families."

Dr. Fok expressed her heartfelt gratitude to all guests, donors, volunteers and pink walkers for their generous support to make this meaningful event possible. The officiating guests who joined **Dr. Fok** and **Dr. Polly Cheung**, Founder of HKBCF, at the Kick-off Ceremony included **Mrs. Janet Lee Lam Lai-sim**, Wife of the Chief Executive of the Hong Kong Special Administrative Region of the People's Republic of China, who is also the Honorary Patron of HKBCF; The Honourable **Mr. Tommy Cheung Yu-yan**, GBM, GBS, JP, member of the

Legislative Council of Hong Kong (LegCo) and Chairman of the LegCo's Panel on Health Services (2023); **Mr. Henry Fan Hung-ling**, SBS, JP, Chairman of the Hospital Authority; **Mrs. Rita Fan Hsu Lai-tai**, GBM, GBS, CBE, JP, Special Counsellor of Our Hong Kong Foundation and Former member of National People's Congress (NPC) Standing Committee, who is also the former Honorary President of the HKBCF; **Ms. Chan Yuen-han**, GBS, JP, Chairperson of the Women's Commission of LegCo, and HKBCF Ambassadors **Ms. Nancy Sit**, **Miss Bernice Liu**, **Ms. Mimi Kung** and **Miss Ashley Lin**. **Dr. Fok** reiterated that she believed the HKBCF's work can help alleviate the pressure on the public healthcare system and provide appropriate support to those in need. "We are committed to continue serving the needy in our community", **Dr Fok** added.

During the Kick-off Ceremony, **Mr. Henry Fan, SBS, JP, Chairman of the Hospital Authority, said**, "Thank you to HKBCF's ongoing advocacy for better breast cancer care in Hong Kong. It coheres a strong patient support network in the community. I believe that under the leadership of **Dr. Eliza Fok** and **Dr. Polly Cheung**, the HKBCF will continue to provide quality services to the people in Hong Kong, from breast cancer education, prevention to patient support. The Hospital Authority is looking forward to strengthening the cooperation with the HKBCF."

Actress **Ms. Mimi Kung** and her daughter, **Miss Ashley Lin**, the mother-daughter duo, appealed for public support to the HKBCF and urged everyone to pay attention to breast health as well as general physical and mental health. HKBCF ambassadors, **Ms. Nancy Sit** and **Miss Bernice Liu** whilst encouraged everyone to have regular health screening, they also emphasised the importance of prioritising physical well-being amidst busy work schedules.

With growing popularity of adopting a healthy lifestyle in our community, HKBCF continues to encourage women to cultivate a habit of regular breast examinations. It also calls on all pink walkers to spread breast health messages to those around them. The HKBCF has been advocating for population-wide breast screening with the goal of helping more women to be free from the threat of breast cancer which will help build a better and healthier Hong Kong.

Pink Walkers Shined in Splashes of Pink

Similar to past years, the Best Dressed Pink Awards provided contestants a platform to try their best to outshine other Pink Walkers. The Best Dressed Pink Awards were presented to the individual, team, pet, and kid who attended the charity walk with the most eye-catching outfit. The HKBCF also presented Awards to Top Individual, Small Team, Organisation/Large Team Fundraisers, as well as Highest Participation team so as to express our appreciation for their dedicated support.

List of Awardees:

Individual Top Fundraiser Award - Champion	Dr. Eliza Fok
Individual Top Fundraiser Award - 1st Runner-up	Mrs. April Chan
Individual Top Fundraiser Award - 2nd Runner-up	Mrs. Margaret Chan-Thorp
Top Fundraiser Award (Small Team) – Champion	HKSH Medical Group
Top Fundraiser Award (Small Team) – 1st Runner-up	Dr. Polly Cheung's Clinic
Top Fundraiser Award (Small Team) – 2nd Runner-up	The Korean Women's Association of Hong Kong
Top Fundraiser Awards (Organisation/Large Team) - Champion	Let's Pink
Top Fundraiser Awards (Organisation/Large Team) - 1st Runner-up	Ralph Lauren Asia Pacific Limited
Top Fundraiser Awards (Organisation/Large Team) - 2nd Runner-up	Fly Pink Hong Kong
Highest Participation Award	Ralph Lauren Asia Pacific Limited
Best Dressed PINK Award – Individual	Mr. Parvesh Shamdasani
Best Dressed PINK Award – Team	Fly Pink Hong Kong
Best Dressed PINK Award – Kid	Michale Lau
Best Dressed PINK Award – Pet	Janice Hou's dog

Thanks to the following individual/sponsors, supporting organisations, and media partner,

“**Pink Walk 2023**” was held successfully:

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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 and 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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Photo Captions :

1. Distinguished guests including **Mrs. Janet Lee Lam Lai-sim**, Wife of the Chief Executive, Hong Kong Special Administrative Region of the People's Republic of China, and the Honorary Patron of HKBCF; The Honourable **Mr. Tommy Cheung Yu-yan**, GBM, GBS, JP, member of the Legislative Council of Hong Kong (LegCo) and Chairman of the Legislative Council's Panel on Health Services (2023); **Mr. Henry Fan Hung-ling**, SBS, JP, Chairman of the Hospital Authority; **Mrs. Rita Fan Hsu Lai-tai**, GBM, GBS, CBE, JP, Special Counsellor of Our Hong Kong Foundation and Former member of National People's Congress (NPC) Standing Committee and the former Honorary President of HKBCF; **Ms. Chan Yuen-han**, GBS, JP, Chairperson of the Women's Commission of LegCo; and **Dr. Eliza Fok**, Chairman of HKBCF; **Dr. Polly Cheung**, Founder of HKBCF; and HKBCF Ambassadors **Ms. Nancy Sit** and **Miss Bernice Liu** officiated the kick-off ceremony of 'Pink Walk 2023'. They joined hands in symbolising the unity of the community and calling on the public to – **"Step Up for Breast Health"**. The guests officially started the event by firing the starting gun to mark a perfect kick-off. Nearly 2,000 Pink Walkers set off at the Peak, creating a magnificent sight as the sea of pink stretched across the lush green grass.



2. **Dr. Eliza Fok**, Chairman of HKBCF, delivered a welcome speech at the “**Pink Walk 2023**” kick-off ceremony.



3. **Mr. Henry Fan Hung-ling, SBS, JP**, Chairman of the Hospital Authority, delivered a speech at the kick-off ceremony.



4. The winners of the Best-dressed PINK Awards showcased their creativity by participating in “Pink Walk 2023” with the most eye-catching costume. When they gathered up stage, everyone in the crowd was dazzled by their pink outfits.



5. Ralph Lauren Asia Pacific Limited won this year's Highest Participation Award with 427 team members actively supporting the **Hong Kong Breast Cancer Foundation**. This team together with our pink walkers created a lively and vibrant atmosphere on the day.



6. Nearly 2,000 Pink Walkers gathered at the Peak for “**Pink Walk 2023**”. It showcased the overwhelming support of people from all walks of life for the work of the HKBCF as they together created a new record of total funds raised as compared to previous years. Participants made the pink ribbon gesture to spread the awareness of breast health.

