

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

Ms. Mimi Kung and Miss Ashley Lin Appointed as HKBCF Ambassadors

Calling to "Step Up for Breast Health"

In Support of "Pink Walk 2023" on 15 October 2023

(Hong Kong, 7 September, 2023) The **Hong Kong Breast Cancer Foundation** (HKBCF) is pleased to announce the appointment of Ms. Mimi Kung and Ms. Ashley Lin as HKBCF ambassadors in promoting breast health and raising awareness of breast cancer in our community. In a promotional video, the mother-daughter duo appeal for public support of the signature charity event "**Pink Walk 2023**" of the HKBCF, calling for all walks of life to "**Step Up for Breast Health**" on the Peak on 15 October 2023 (Sunday).



Not only did they voice their support of the Walk, the dedicated ambassadors also showed their sincerity through actions. Dressed in **pink**, the colour for breast cancer awareness, **Ms. Mimi Kung** said, "I am thankful for the opportunity to work with my daughter for such a good cause, taking part in the charity walk alongside other philanthropists." In the promotional video, she mentioned how everyone has been busy with work after the pandemic, while expressing hopes that each of us would leave some room for self-care.

Miss. Ashley Lin indicated that through each step we take together, we can raise breast cancer awareness in the community and show support for breast cancer patients and their families. Miss. Lin, an animal lover, further encouraged everyone to bring along their doggies to participate in this meaningful charity initiative in the Pink October, giving back to society while having fun.

Both **Dr. Eliza Fok, Chairman, of the HKBCF** and **Dr. Polly Cheung, Founder,** said, “We are thankful to the warm support from Ms. Mimi Kung and her daughter Miss Ashley Lin. **Pink Walk** has been receiving tremendous support from the community over the years. We are delighted that “**Pink Walk 2023**” is making a comeback to the Peak on 15 October 2023 from 8:15 a.m. to 1:00 p.m. Funds raised will propel the works of the HKBCF in mitigating breast cancer threats in Hong Kong, through services including breast health education, holistic support for breast cancer patients and their loved ones as well as research and advocacy. Join us with your family, friends and doggies (all dressed in **pink**) to make a worthy impact together. Visit <https://pinkwalk.hk/> to enrol and donate.”

The HKBCF is grateful to the generous support from sponsors, supporting organisations and media partners to the “Pink Walk 2023”. The promotional video is now available on HKBCF’s official social media platform:

<https://youtu.be/vkVIHV31WzU>



High resolution photos download link: <https://bit.ly/44DpbMZ>

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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