

To: Assignment Editors, Managing Editors and Reporters  
(Immediate release)

**Ms. Catherine Chau Appointed as HKBCF Ambassador  
Promotes “Pink Together 2022”  
Raises Awareness of Breast Cancer**

(Hong Kong, 17 October 2022) – The Hong Kong Breast Cancer Foundation is delighted to announce that Ms. Catherine Chau is appointed as an Ambassador of the HKBCF, promoting breast health and raising awareness of breast cancer in a promotional video for our signature event “Pink Together 2022”. In October, Breast Cancer Awareness Month, Ms. Catherine Chau encouraged the public to “take a step, reducing high risk factors of breast cancer” in the video.



**Ms. Connie Lau, CEO of the HKBCF presented a certificate of appreciation to Ms. Catherine Chau.**

Ms. Catherine Chau, Ambassador of HKBCF said in the promotional video that lack of exercise and high levels of stress are among the highest risk factors for breast cancer. Therefore, she would walk the talk, “No matter how busy I am, I will take time to exercise, and relax my mind. Sometimes jogging, or hiking, and meditation.”

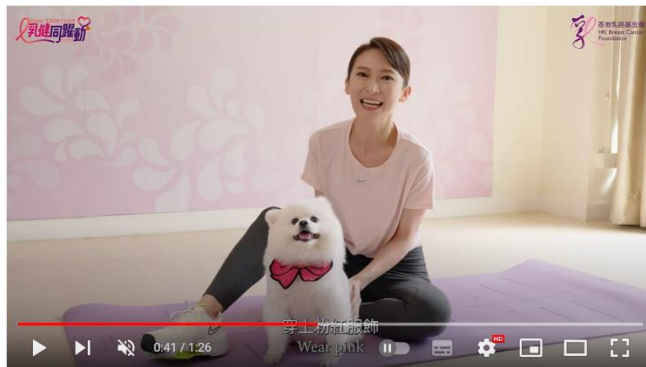
During the event period of “Pink Together 2022”, Ms. Catherine Chau encouraged everyone to wear pink, getting involved in this meaningful event with their pets. She hoped that the public support the charitable work of the HKBCF, which provides breast screening and various support services to the women in need.

Ms. Connie Lau, CEO of the HKBCF expressed her heartfelt gratitude to Ms. Catherine Chau by presenting her a certificate of appreciation. In this Pink October, Ms. Lau hoped that the public could try their best to exercise, joining a themed “Pink Together 2022”- “take a step, reducing high risk factors of breast cancer.”

Please invite your family and friends to enrol and make donations to the HKBCF by visiting our event website: <https://pinktogether.hk>

**Promotion video by Ms. Catherine Chau:**

<https://www.youtube.com/watch?v=Tldhkd4AZ1k>



**Ms. Connie Lau presented a certificate of appreciation to Ms. Kat Chau for her pet’s participation in the video production.**



**Event poster:**

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立即報名 Join and Enrol Now

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