

[For Immediate Release]

**HKBCF “Pink Together 2022” Successfully Concluded
Thousands of Participants Have Gathered Online to
“Take A Step, Reduce High Risk Factors of Breast Cancer”**

(Hong Kong, 14th December, 2022) **Hong Kong Breast Cancer Foundation (HKBCF)** announces the successful closing of “**Pink Together 2022**” - a virtual fundraising event that encourages exercising for breast cancer awareness. HKBCF expressed heartfelt gratitude to donors, sponsors and participants at the closing ceremony held today.

Every year, October is dedicated to breast cancer awareness. During 3rd October to 18th November, over 2,000 participants took part in the third “Pink Together”, even showcasing on social media their efforts to **reduce high risk factors of breast cancer** by maintaining an active lifestyle - exercising anytime, anywhere with their friends, families and pets.

Officiating the closing ceremony today, **Dr. Eliza Fok**, Chairman of HKBCF, said, “Originally conceived to break the physical boundaries brought by the COVID-19 pandemic, the virtual fundraising event has become a new normal. The hybrid mode of the event, fundraising on social media while exercising in real life, allows us to join pink forces of all walks of life efficiently.”

Dr. Eliza Fok also noted that the success of Pink Together 2022 relies on the enormous support from sponsors, supporting organisations, media partners and logistics sponsor. She took this opportunity to give special thanks to NetDragon, Tiberius Productions and Emperor Entertainment Group for powering HKBCF’s storytelling with animations and videos.

Backed by generous sponsors, HKBCF has set up five groups of awards (#please see full list below) to thank the individuals, teams and organisations for their active participation. HKBCF Ambassador **Ms. Catherine Chau**, who earlier kicked started the event, also attended the ceremony today to present the awards and congratulate the winners.

In her closing remarks, **Dr. Polly Cheung**, Founder of HKBCF, acknowledged that the event was a big success with overwhelming support from the participants and donors. The proceeds drive HKBCF’s continuous work and services such as breast screening and lymphoedema care services. Dr. Polly Cheung noted that it is particularly crucial with 14 women diagnosed with breast cancer everyday in Hong Kong on average and the number of new cases continues to climb.

Despite a drop of overall new cancer cases in Hong Kong in 2020, 4,956 women were diagnosed with breast cancer - a 4.1% year on year increase. **Early detection saves lives.**

HKBCF calls upon women aged 40 or above to have a mammogram every two years. Under the Jockey Club Holistic Breast Health Project, HKBCF offers women with financial difficulties subsidised screening service. Application [form](#) and more information are available on the Co-payment Breast Screening Programme [website](#).

#List of Awards and Winners:

Top Fundraiser Award (Individual)

Champion: Dr. Eliza Fok

1st Runner Up: Mrs. April Chan

2nd Runner Up: Ms. Connie Lau

Top Fundraiser Award (Team)

Champion: Let's Pink

1st Runner Up: Sontos Giving Team

2nd Runner Up: Fly Pink Hong Kong

Top Fundraiser Award (Organisation)

Champion: HKSH Medical Group

1st Runner Up: The Pink Buddies

2nd Runner Up: Clifford Chance

Highest Participation Award

Team: Sontos Giving Team

Organisation: HKSH Medical Group

Best-dressed Pink Award

Individual: Ms. Venise Chan

Group: Fly Pink Hong Kong

Pet: Jesse (Owner: Mrs. Josephine Lau)

Acknowledgements to sponsors of Pink Together 2022:

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