

# Pink Ribbon

Newsletter



香港乳癌基金會  
HK Breast Cancer  
Foundation

www.hkbcf.org



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香港乳癌基金會於2005年3月8日成立，是本港首間專注乳健教育、患者支援、研究及倡議的非牟利慈善組織，致力消滅乳癌的威脅。

## 使命

- **教育**公眾認識乳癌與推動乳癌普查
- **支援**患者對抗乳癌，踏上康復之路
- **倡議**改善本港乳癌防控和醫護方案

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to eliminating the threat of breast cancer to the local community through education, support and research & advocacy.

## Mission:

- **Educate** the public on breast cancer and promote early detection
- **Support** breast cancer patients on their road to recovery
- **Advocate** better breast cancer care in Hong Kong

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# 乳癌個案傾向較嚴重 BREAST CANCER CASES IN LOWER-INCOME DISTRICTS TO BE MORE SERIOUS



## 低收入地區 乳癌重災區？

Breast cancer is more serious in poorer districts

香港乳癌資料庫的最新研究發現，本港的乳癌個案隨地區貧富懸殊呈現兩極化，居於低收入地區的乳癌患者有較低的乳癌普查率，而她們在晚期才確診的比率亦較高收入地區為高。

數據反映低收入地區的乳房保健教育及資源不足，令患者錯失及早發現病症的機會，到病情有明顯病徵時可能要付出高昂的治療費用及更沉重的代價。

The latest report by the Hong Kong Breast Cancer Foundation indicates disparities in breast cancer screening rates and in breast cancer characteristics among different parts of the territory. Patients in the poorer districts had lower screening rates and were more likely to have advanced-stage breast cancers at the time of diagnosis compared to patients in higher-income districts, the report found.

The analysis suggests that the lack of breast health education and healthcare services in poor districts is depriving patients of the chance of detecting breast cancer at an earlier stage when treatment costs and suffering are minimal.

香港乳癌資料庫今年九月發表《香港乳癌實況第三號報告》，報告對5,393名在公立或私家醫療機構求醫的乳癌患者及康復者的病歷資料進行分析，結果顯示，本港患者確診年齡中位數為48歲，比美國、澳洲的60歲為早。八成患者沒有家族乳癌病史，同時亦有八成患者確診前有兩項或以上的乳癌高危因素，最常見的高危因素是缺乏運動(見表一)。

報告又指，八成多乳癌個案均由患者自己摸到腫塊，或者在其他健康檢查中而無意中發現；這些患者若有定期檢查習慣便可在更早階段發現乳癌。而經例行乳癌檢查而偵測乳癌的患者僅佔一成三。

In 'Breast Cancer Facts in Hong Kong Report No. 3' (Report No. 3) released by the Hong Kong Breast Cancer Registry in September this year, a study of 5,393 patients who received medical treatment at public or private medical institutions revealed that the median age at diagnosis was 48, far below the median age of 60 in the United States and Australia. In the group diagnosed with breast cancer, some 80% had no family history of the disease, but had two or more risk factors before diagnosis. Lack of physical exercise was the most common risk factor. (Table 1)

According to Report No. 3, more than 80% of breast cancers were detected by chance when patients felt lumps in their breasts, or during medical check-ups. These cases could have been detected at an earlier stage if the patients had had regular screening. However, only 13% of the patients detected breast cancer through regular screening.

表一 Table 1

乳癌高危因素 Risk factor	%
缺乏運動 (每週不足三小時) Lack of Exercise (less than 3 hours a week)	72.5
不曾餵哺母乳 No breastfeeding	59.8
有高度精神壓力 High level of stress	36.1
超重/肥胖 Overweight/Obesity	35.2
曾服用口服避孕藥 Use of oral contraceptives	30.4

檢查習慣方面，有定期自我檢查乳房和臨床檢查的分別只有兩成和四成半，而乳房X光造影的檢查率落後於鄰近地區和歐美國家，僅有兩成七(表二)。

Among those with a habit of checking regularly for breast cancer, only 20% conducted regular breast self-examinations, while 45% had regular clinical breast examinations. Only 27.4% had regular mammograms, much lower than their counterparts in neighbouring regions, Europe and the United States (Table 2).

表二 Table 2

乳房X光造影檢查率 Mammography screening rates (%)	
本報告研究群組 Report No. 3 Cohort	27.4
新西蘭 New Zealand	80.0
美國 United States	66.0
澳洲 Australia	54.9
新加坡 Singapore	40.9
台灣 Taiwan	31.6





## 乳檢貧富懸殊

貧富差距與乳房檢查的比率，及患者乳癌的期數息息相關。經濟能力較差的地區，患者的乳癌普查率也較低，而求診時已接近晚期的乳癌患者比率亦較高。相反，經濟能力愈高者，愈懂及早防患於未然，確診時乳癌屬早期的比例較高。

乳房檢查率在高收入地區及低收入地區出現兩極化。調查發現，港島區患者接受乳房造影檢查的比率，是九龍及新界區患者的一倍。在全港家庭入息最高的灣仔區，五成患者於確診前接受過乳房造影檢查，相反，全港家庭入息最低的觀塘區，從未做過造影檢查的患者高達8成，北區、葵青及屯門均有七成(表三)。

低收入地區患者確診時癌症已步入晚期的比例亦較高，像黃大仙的17.8%、北區的16%、深水埗的15%、觀塘的14.4%、葵青的14.4%，根據統計署的數據，這些區域的家庭入息中位數均低於全港中位數18,000元。

除了居住地區，職業亦跟乳癌普查率也有關。在從事非文職及體力勞動工作的患者中，只有一成二人在確診前有定期進行檢查，比率遠低於專業人士及白領群組的三成。教育程度愈高，乳癌普查率也愈高。

表三：全港各區乳房造影檢查比率

Table 3: Mammography screening rates and advanced stage cases by district

地區 District	家庭入息中位數 Median household income (HK\$)	晚期乳癌患者比率 Advanced-stage cases (%)	從沒接受乳房造影檢查 Never had MMG (%)	接受過乳房造影檢查 MMG rate (%)
黃大仙 Wong Tai Sin	15,000	17.8	66.9	23.0
北區 North District	17,000	16.7	75.8	14.2
深水埗 Shamshuiipo	14,000	15.0	68.5	23.5
葵青 Kwai Tsing	14,500	14.4	47.7	38.1
觀塘 Kwun Tong	14,000	14.0	80.4	13.2
沙田 Shatin	20,000	14.0	67.1	22.3
九龍城 Kowloon City	20,000	12.6	73.0	38.1
油尖旺 Yau Tsim Mong	18,200	12.3	54.9	34.0
屯門 Tsuen Mun	16,000	12.3	71.1	19.9
大埔 Tai Po	16,000	12.0	71.1	18.4
元朗 Yuen Long	15,000	11.2	65.3	24.2
南區 Southern District	20,000	10.4	45.0	40.4
東區 Eastern District	22,000	10.3	47.8	40.4
離島嶼 Islands	17,800	10.2	64.6	30.5
荃灣 Tsuen Wan	20,000	10.0	68.0	25.6
中西區 Central & Western District	25,600	9.7	41.5	45.2
西貢 Sai Kung	23,000	8.9	56.6	30.7
灣仔 Wan Chai	29,000	3.8	32.6	53.0
整體 Overall	18,000	12.4	62.9	27.4

## Rich-poor gap in screening rates

Statistics demonstrate a link between income, breast screening rate and the stage of cancer at diagnosis. Patients from lower-income districts have lower screening rates and a higher proportion of advanced-stage cancer at diagnosis. In contrast, the higher income groups have higher screening rates and a higher proportion of early detection.

In particular, breast screening rates are polarised between high household income districts and low household income districts. The study showed that the mammography screening rate among patients living on Hong Kong Island was double that of those living in Kowloon or the New Territories. In Wanchai, the highest household income district, half of the breast cancer patients had undergone regular mammography screening before diagnosis. In the poorest district of Kwun Tong, rates of patients who had never had mammograms were as high as 80%, followed by 70% in North Kwai Tsing and Tuen Mun. (Table 3)

In the lower household income districts, the rate of advanced-stage cancer was higher. For example, the rate was 17.8% in Wong Tai Sin, 16% in North District, 15% in Shamshuiipo, 14.4% in Kwun Tong and 14.4% in Kwai Tsing. The median household income in all these districts was below the territory-wide median of HK\$18,000, according to the Census and Statistics Department.

Apart from residential district, occupation was also closely related to breast cancer screening rates. The screening rate of patients who were non-clerical workers or labourers was as low as 12.1%, one-third the rate among professionals and white-collar workers. The higher the educational level, the higher the screening rate.

## 延診增成本

患者若錯過在最早階段偵測乳癌，不單治療更複雜，創傷更大，而且所需治療費用較多。香港乳癌基金會張淑儀醫生指出，根據乳癌實況報告，在例行乳癌普查發現的乳癌腫瘤(2厘米)平均比患者無意中發現的(1.4厘米)細一半，一般而言2厘米以上的腫瘤屬II期或以上。

早期的腫瘤(0期或I期)往往只需做手術，加以電療便完成治療。若到達第II期才確診，涉及的手術及療程費高達六十多萬元，患者更可能要接受切除乳房、電療及腋下淋巴切除手術等身心創傷較大的治療，存活率亦較低。

## Delayed detection costs more

Late detection of breast cancer not only leads to more complex and intrusive treatment and undesirable suffering but also higher medical costs.

According to the actual figures cited by Dr. Polly Cheung, Chairman of the Breast Cancer Registry (BCR) Steering Committee, the median size of tumours detected through regular screening was 1.4 cm, 50% smaller than the tumours detected by patients themselves by chance (2 cm). Basically, tumours larger than 2 cm are categorised as stage II cancer.

If breast cancer is detected at an early stage (stage 0 or I), its treatment, in most cases, only involves surgery followed by radiotherapy. However, the cost of surgery and follow-up treatment of cases at stage II or above can reach \$650,000. Mastectomies, radiotherapy or nodal surgery may have adverse physical and psychological impacts on patients. The survival rate is relatively lower as well.

### 例子：一名II期乳癌患者的醫療費用

#### Example: Cost of medical treatment for stage II breast cancer

手術 Surgery	\$100,000
電療 Radiotherapy	\$100,000
化療 Chemotherapy	\$150,000
針對性治療 Targeted therapy	\$300,000
<b>Total:</b>	<b>\$650,000</b>



## 低收入豁免檢查費

根據《乳癌實況第三號報告》，549名居於觀塘區的患者確診年齡中位數為50歲，晚期乳癌個案佔14%。

身兼乳癌資料庫督導委員的九龍東醫院聯網乳科中心臨床總監陳穎懷醫生表示，數字反映觀塘區的乳癌狀況有改善。她謂，聯合醫院五年前曾對觀塘乳癌患者(139人)進行研究，其確診年齡中位數為57歲，晚期個案高達三成，乳癌腫瘤平均三厘米，由發現病徵至首次求診為22星期。患者多為無工作、教育程度低的基層婦女、綜援受助人。九龍東醫院聯網遂於2008年於聯合醫院成立乳科中心，向乳癌患者提供一條龍的診治及支援服務。聯合醫院現時也會轉介有需要的婦女到乳健中心接受檢查。

香港乳癌基金會主席霍何綺華呼籲所有婦女由40歲開始養成定期乳健檢查習慣；低收入或有經濟困難的人士勿因檢查費用卻步，可申請本會乳健中心的「免費乳健檢查計劃」，名額五千。乳癌基金會將繼續與地區的社會服務團體合作，向基層婦女推廣乳健教育。

## Free screening for the disadvantaged

According to Breast Cancer Facts in Hong Kong Report No. 3, the median age at diagnosis of 549 patients living in Kwun Tong was 50; advanced-stage cases accounted for 14%.

Dr. Sharon Chan, BCR Steering Committee member and Clinical Director of the Kowloon East Cluster Breast Centre (KEC) said the figure showed a significant improvement in the treatment and management of breast cancer in Kwun Tong. In a survey conducted by United Christian Hospital five years ago, the median age of the 139 responding patients was 57 and the proportion of advanced-stage cases at diagnosis was as high as 30%, with the median tumour size 3 cm. The patients had to wait 22 weeks between diagnosis and first treatment. The patients were mostly unemployed, less educated, and recipients of Comprehensive Social Security Assistance (CSSA).

Mrs. Eliza Fok, Chairman of the Hong Kong Breast Cancer Foundation, urged women to start regular screening for breast cancer at 40. Women with low incomes or financial difficulties in affording breast screening can apply to the Free Breast Screening Programme, which is subsidising 5,000 people over three years. The HKBCF will continue to work with community groups to promote breast health education to grassroots women, she said.



# 慶幸是早期乳癌

## I was lucky to have cancer detected early

**阿玲**  
乳健中心  
免費乳健檢查計劃受助人  
確診年齡：57 歲

**Ah Ling**  
Beneficiary of Free  
Screening Programme  
Age at diagnosis: 57

「我覺得自己很幸運，醫生說第I期(乳癌)很難摸得到，但X光造影幫我找到它。」任職院舍護理員的阿玲今年初參加了香港乳癌基金會的免費乳健檢查計劃，在平生第一次的乳房X光造影檢查中，偵測到早期乳癌。

「醫生說第I期(乳癌)有得醫，癌細胞沒有轉移，只需要切除一粒淋巴，也不用做化療。若不是今年做了造影檢查，可能要待腫瘤變大才發現，後果就不堪設想。」阿玲在確診的一個月內已完成手術，恢復上班。

「香港21個婦女有一個可能患上乳癌，我便是那一位。」母親40歲時因乳癌病逝，確診時已是末期，她早知道乳癌有可能發生在自己身上。她知道年過40歲需要做乳房X光造影檢查，但公營檢查服務的排期時間很長，她拖了又拖。私家醫院和體檢中心的檢查費要上千元，收入不多的她根本不會考慮。

今年初，她參加乳癌基金會的社區乳健教育講座，講者的一席話推動她決心做檢查。「醫生話乳房是否真正健康，單靠摸並不足夠，只有乳房X光造影檢查，才可以照到摸不到的早期乳癌」。

乳健中心的醫生在阿玲的乳房X光造影片中看到可疑影像，抽取組織檢驗後診斷她患有第I期乳癌，並轉介她至公立醫院接受治療。檢查費用全費由乳健中心資助。

阿玲不忘介紹朋友參加免費乳健檢查計劃，希望多一些認識乳健檢查，讓更多人受惠。「早點發現，受痛苦會少一些。」

"I feel so lucky. The doctor said stage I breast cancer is difficult to feel, but mammography screening helped detect it," said Ah Ling, a nursery worker who joined the HKBCF's Free Screening Programme. The first mammogram she ever had detected breast cancer.

"Stage I breast cancer is curable. I had only one lymph node removed and no need for chemotherapy. The scary thing is if I had not had a mammogram this year, I might not have detected my breast cancer until it had developed into a lump and was more advanced."

Ah Ling underwent surgery to remove the cancer one month after diagnosis, followed by a course of radiotherapy.

"One in 21 women has a chance to develop breast cancer; I am the one," said Ah Ling. Her mother died of breast cancer at 40. Her cancer was already at an advanced stage when it was diagnosed. Ah Ling was aware that she was at risk for breast cancer, but thought having a clinical breast examination during a normal gynecology check-up was enough to ensure detection.

She had heard that women over 40 should have regular mammograms. However, she was deterred by the long waiting time at public hospitals and the fees for private services.

Early this year Ah Ling, while attending a community talk organised by the HKBCF, determined to have her first mammogram.

The doctor explained that the health of breasts is not ascertained only by touch and feel. Mammography screening is the only effective tool for detecting breast cancer at an early stage. Ah Ling applied for the HKBCF's Free Screening Programme and received a subsidised breast examination. Abnormalities were found through her mammogram, followed by further tests. Ah Ling was eventually diagnosed with stage I breast cancer and was referred to a public hospital for treatment. Thanks to early detection, she has recovered from treatment.

Ah Ling now urges her friends to make use of the resources available to low-income women. "The earlier cancer is detected, the less suffering," she said.



**ACTION  
01**

# 國際康復組織交流

## Lessons learned at International Support Conference



香港乳癌基金會的代表團於11月9至11日前赴台北，參加第16屆國際康復之路乳癌支持會議(RRI Breast Cancer Support Conference)，與逾千名乳癌康復者、義工及醫護人員交流有關乳癌患者支援、護理和義工培訓工作的經驗。我們請來兩位與會的代表分享此行收獲和心得。

**潘：**潘瑞芬 本會義工（中）

**王：**王天鳳 本會副主席（右）

### 會上哪環節/部分令你印象最深刻？

**潘：**印象最深刻的是發展中國家代表的分享，在相對保守的社會裡，婦女患上乳癌，所承受的心理壓力相當大，她們的丈夫視之為罪孽，家人亦羞於告訴別人家裡有人患上乳癌。患者僅有的支援來自母親或姐妹，她們的困難和需要都不為人知。反觀香港婦女很幸運。

**王：**台灣輔仁大學臨床心理學教授洪志美博士的演說最觸動我，她在獲委任為副教授和學系主管的數個月後確診患上乳癌，她跟其他患者一樣，感到沮喪，想找人傾訴，但她在大學裡和在醫護界備受尊崇的身份，反而成為她尋求支持的絆腳石。身為醫生的和心理學家的她踏上艱難的抗癌之旅。

另外，與會者和義工們表現出的友愛也給我深刻的體會，她們的熱誠和無私精神是良好模範。與她們一起，我深深感受到一份暖意，患乳癌並不孤單，在這片充滿愛和關懷的世界大家活出新生命。

An HKBCF delegation participated in the 16th Reach to Recovery International (RRI) Conference in Taiwan between 9 and 11 November. More than 1,000 breast cancer survivors, volunteers, as well as health and medical professionals, exchanged experiences in supportive care, volunteer training and other areas.

We spoke with two conference delegates :

**P:** Ms. Margaret Poon, volunteer for HKBCF (middle)

**H:** Mrs Mary Hemrajani, Vice-Chairman, HKBCF (right)

### During the conference, what was the most impressive session/activity you came across?

**P:** What impressed me most during the conference was the sharing by representatives from developing countries. Women with breast cancer in some conservative communities bear a great burden, as their husbands consider the affliction a shame, and their families are ashamed to let others know about it. The only support available to patients is from their mothers and sisters, as their suffering cannot be exposed to the outside world. By contrast, Hong Kong women are lucky.

**H:** The speech by Taiwanese clinical psychiatrist Dr. Chi Mei Horng impressed me most. Dr. Horng was diagnosed with breast cancer just a few months after she was appointed as an Associate Professor and Head of the Psychiatric Department of her university in Taiwan. She was depressed because of the disease and needed someone to talk to. But because of her well-respected position in the university and in the medical field, she was unable to get help. Her breast cancer journey was very hard and difficult, and she told how, even as a medical doctor and a psychiatrist, she looked for peer support.

The most inspiring thing for me during the conference was the fraternity among the delegates and volunteers. Their enthusiasm and their devotion to the cause were exemplary. There was warmth among them, which made each one feel they were not alone. It was a celebration of a new life after breast cancer. It was a world apart from the materialistic world that we are used to.



你認為海外組織的患者支援服務經驗有哪有值得我們借鏡？

What areas of our support services do you think can be improved or modelled on overseas experiences?

**王：**會上的分享令我們加深了義工角色的認識。過來人奉獻自己的時間去幫助有相同經歷的人，這種支持方式實在可貴。

我們此行又認識了很多各地的朋友，互相交流。香港乳癌基金會亦獲邀請出席明年四月於洛杉磯舉行的全球華人乳癌組織聯盟大會分享經驗。

**潘：**台灣代表的經驗分享令我感動不已，當地的乳癌支援組織深入社區，每當知道有人確診，義工便會登門造訪，了解「姊妹」的需要，除了提供醫護資訊和心理輔導，還有陪診、家務助理等服務，十分體貼。當地組織都是小規模和資源不多，全憑一班過來人的熱情！他們的外展服務和動員義工的方法實在值得我們借鏡。

「康復之路」為創立於1952年的美國乳癌支援組織，其後發展成為有過百間會員機構的網絡。

**H:** We learned a lot about the role of volunteers in an organisation, especially in support services and volunteer training. A woman who has been through the disease and gives freely of her time to help another woman facing the same experience is a valuable source of support.

We made many international friends and shared some of our experiences. We were invited by the Global Chinese Breast Cancer Organisations Alliance to be one of their speakers for the 4th GCBCOA conference in Los Angeles in April 2012.

**P:** I also found the experience-sharing session by Taiwanese groups touching and inspiring. Whenever they learned that someone had been diagnosed with cancer, the volunteers would pay a visit to the patient to see what she needed. They were so considerate, helping to provide information, counseling, nursery care and even assistance with domestic work. "Despite resource constraints, the local support groups are doing great; the key is passion! That was really inspiring to us."

Reach to Recovery began as the first breast cancer peer support programme in 1952. It expanded to become an international programme with over 100 affiliate organisations and contacts.

今次會議由台灣癌症基金會、中華民國乳癌病友協會及乳癌防治基金會合作主辦。

The RRI conference was convened by the Formosa Cancer Foundation, the Taiwan Breast Cancer Alliance and the Foundation of Breast Cancer Prevention and Treatment.

[www.reachtotherecovery2011.org](http://www.reachtotherecovery2011.org)

**ACTION  
02**

## 互勵互勉過一關 Celebration of Life



「以前只顧工作，疏忽了與家人的相處。」

「我現在學會欣賞鳥兒歌唱，花兒的香氣和陽光的和暖。」

一班康復者參加本會於11月26日舉行的聚會，慶祝抗癌歷程又過一年，大家分享如何積極面對人生，以及正面看患病經歷，不少參加者表示因禍得福，因為家人的關愛、自我對人生意義的反思和自我調息讓她們開懷，而且更懂得愛惜周遭的人和物。她們又互相交流減壓和保健貼士。

"I was too busy with my work to appreciate the love of my family."

"Now I have begun to appreciate the singing of birds, the smell of flowers and the warmth of sunshine."

At a Celebration of Survival session on 26 November 2011, survivors shared how they felt about the road ahead and how they looked at the positive side of their breast cancer experience. Many of them said they had gained from the love and care of their families, from their own reflections on the meaning of life, and from learning to take care of themselves. They were inspired to be more sensitive to the people around them and to nature. They also exchanged practical tips for tackling stress and keeping fit.



## 乳癌會議 Breast Cancer Conference

香港乳癌基金會與香港中文大學於今年11月合辦乳癌國際會議2011。本會創會人張淑儀醫生在乳癌會議上介紹本會乳癌資料庫的數據分析結果，而本會副主席王天鳳亦從患者角度分享乳癌診斷和治療對患者的影響。

另外，本會研究人員在10月中前赴毛里裘斯參加第33屆國際癌資料庫協會年會，二百多名與會者來自世界各地的政府及非政府組織。研究員陳安薇在會上分享了一項乳癌高危因素的對照研究，當中有關人體荷爾蒙及生育方面的分析與鄰近國家的研究結果一致。

Dr. Polly Cheung, our founder shared analysis on the data from Hong Kong Breast Cancer Registry at Breast Cancer Conference 2011, which was co-organised by the Chinese University of Hong Kong and our Foundation in November 2011. Our Vice-Chairman Mary Hermrajani presented patients' perspectives on diagnosis and treatment.

The HKBCF participated in the 33rd IACR Annual Meeting, which took place in October 2011 in Mauritius. At the meeting, which was attended by more than 200 guests, mostly representing national cancer registries, HKBCF research officer Amy Chan presented the findings of a case-control study on risk factors for breast cancer in Hong Kong. The results with respect to hormonal-reproductive risk factors were similar to those studies by counterpart organisations in neighbouring countries.



**ACTION  
04**

## 3,000人經 乳健中心 接受乳癌檢測 3,000 women screened for breast cancer

「愛自己，愛家人，快開始你的乳癌普查！」乳健中心今年5月投入服務至今，已有3,000多人響應這呼籲而在乳健中心接受乳房臨床檢查和乳房X光造影檢查，當中36人確診患上乳癌。

500名有經濟困難或低收入婦女受惠於香港賽馬會慈善信託基金捐助的「免費乳健檢查計劃」，獲豁免檢查費用。

另外，乳健中心於10月至11月期間以廣告形式推廣服務，相信大家在報刊、收費電視或港鐵站也曾跟乳健中心大使毛舜筠「碰面」。

“Love your family, start screening for breast cancer !”  
More than 3,000 women have responded to our call to be screened for breast cancer at the Breast Health Centre since it came into service in May 2011. Among them, 36 breast cancer cases were detected.

Among those screened were 500 women from low-income households whose check-ups were subsidised under the Free Screening Programme funded by the Jockey Club Charities Trust.

The HKBCF has launched a second advertising campaign to appeal for public support. You may have come across our advertisements in magazines, newspapers, on TV channels and MTR networks in October and November.



## ACTION 05

# 曾路德：用歌聲祝福乳癌患者

## Ruth Chen: Blessings for all affected by breast cancer

五年前被診斷患上乳癌的歌手曾路德推出名為「重新設定」的限量版影碟，以音樂及個人見證片段鼓勵受病患困擾的人。一萬隻影碟經乳癌基金會及其他機構派發予有需要的人士。

Veteran singer Ruth Chen has released a new DVD titled "Recovered", in which she shares a music video and a testimonial of her experience with breast cancer in 2006. Ten thousand complimentary copies are being distributed to those touched by the disease through the HKBCF and other organisations.

## ACTION 06

# 乳癌關注月 全方位推廣

## Full range of promotions during Breast Cancer Awareness Month

藉著十月是國際乳癌關注月，乳癌基金會在過去兩個多月夥同各界積極推廣乳健訊息，提醒女性進行乳癌普查及關注乳癌患者的需要。我們先後到十多間企業、社會服務團體及中學進行乳健教育講座。

多家商號和品牌公司亦響應推出慈善義賣或籌款活動，為本會籌募經費，屈臣氏和萬寧在旗下多間零售店向顧客派發《乳房保健指南》，以及推廣乳健中心的檢查服務。

公眾教育亦有賴傳媒支持，我們在九至十一月期間錄得七十多則報道，計有亞洲電視、無線電視《今日VIP》、中央電視台、Tatler Hong Kong、《南華早報》、《中國日報》等。香港電台及婦女事務委員會合力製作的《女人多自在》電視連續劇，亦以本會會員故事為藍本攝製了一集《粉紅疤痕》，從兩性角度探討乳癌對患者的身心影響。

重溫電視節目：[www.hkbcf.org](http://www.hkbcf.org) 出版物品 > HKBCF 頻道

To mark Breast Cancer Awareness Month, our Foundation partnered with various organisations to urge women to take up breast cancer screening and to raise public awareness of the needs of people affected by breast cancer. We gave talks on breast health to a dozen companies, community groups and schools.

A number of corporate supporters generated both funds and awareness through their sales or events. Watson's and Mannings disseminated copies of the Passport to Breast Health to their customers, and helped us promote the Breast Health Centre's screening services.

Media are among our essential partners. From September to November, the HKBCF was featured in more than 70 reports, including in ATV, TVB, CCTV, Tatler Hong Kong, SCMP, China Daily and more. RTHK and the Women's Commission also produced a TV drama episode featuring the psychosocial impacts of breast cancer on patients, based on real-life stories of our members.

You can watch the TV programme at: [www.hkbcf.org](http://www.hkbcf.org) Publications > HKBCF Channel





冬日慈善義賣 WINTER CHARITY SALE

# 冬日送暖 編織物慈善義賣

## Seasonal Charity Sale

## Sending Love & Warmth



聖誕將至，大家是否正忙於搜購富特色而又有心思的禮物？由香港乳癌基金會編織班成員親手編製的精品，正是饋贈摯愛親朋的溫馨選擇。

你在選購編織品的同時，亦為慈善出一分力，給予需要支援的乳癌患者鼓勵和支持，因為編織品義賣的收益將撥作香港乳癌基金會的工作，包括患者支援服務。



As Christmas is just around the corner, you must be busy looking for special presents for your loved ones. Consider hand-knitted items made by breast cancer survivors in the Foundation's knitting class, and support their knitting for a good cause.

By buying the knitted items, donors can also send love and warmth to those in need of the Foundation's support in their fight against breast cancer. All proceeds will go to the Hong Kong Breast Cancer Foundation.



CS1  
桃紅鉤針三角披肩  
Peach blossom  
crocheted  
triangle scarf  
**HK\$380**



CS2  
穿袖毛冷披肩  
Fashion hand  
knitted shawl  
**HK\$380**



CS3  
米白三角披肩  
Biege knitted  
triangle shawl  
**HK\$380**



CS4  
藍色長毛披肩  
Blue knitted  
shawl  
(rectangular)  
**HK\$180**



CS5  
粉紅鉤針長披肩  
(長方型)  
Hand crocheted  
shawl  
(rectangular)  
**HK\$1800**



### 備註 Note:

- 每款只有一件，欲購從速。
- 本會另有其他款式的編織品，歡迎在辦公時間親臨本會選購。
- 以上慈善義賣物品不設退稅收據。
- All items are handmade and unique.
- Additional knitted items are available at the HKBCF office during office hours.
- Tax-deductible receipts will not be issued for the charity sales of these products.

### 立即訂購！ Order now!

請親臨本會辦事處選購，或將你的選擇及聯絡方法

電郵至 [info@hkbcf.org](mailto:info@hkbcf.org) 或傳真至 **2525 6233**。

Purchases may be made at our office or ordered via email at [info@hkbcf.org](mailto:info@hkbcf.org), or by fax at **2525 6233**.

Please include your choices and contact information.

備註：以上慈善義賣物品並不會獲發退稅收據。

Note: Tax-deductible receipt will not be issued for the charity sales of these products.

### 付款 Payment

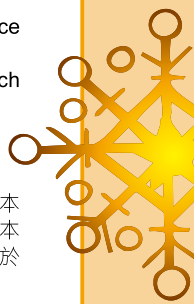
可以現金或支票付款，請勿郵寄現金。  
如選擇郵購，需另加25元送遞費用。

Payment may be made in cash at our office or by cheque. Please do not send cash.  
An additional \$25 will be charged for each order of local delivery.

### 送貨 Delivery

買賣以付款確認，收款後我們會盡快安排本地速遞公司送貨，除非另有規定或出現非本會所能控制的情況外，一般而言，貨品會於大約10個工作天內送達。

Upon receipt of your payment, we will arrange delivery by local courier in about 10 working days.







鳴謝 ACKNOWLEDGEMENT

多謝支持

THANK YOU FOR SUPPORTING  
PINK WALK AGAINST BREAST CANCER 2011

乳·健康大步走

步行籌款2011



「乳·健康大步走2011」步行籌款活動於2011年10月9日假山頂舉行，1,600多人以粉紅色裝束參與，齊齊踏出乳健一大步，宣揚多做運動和定期進行乳房健康檢查，遠離乳癌威脅的訊息！活動籌得善款超過港幣270萬元，破歷年紀錄。善款扣除行政開支後全數用作乳健教育、乳癌患者支援服務，以及本地乳癌研究及倡議工作。

起步禮由多位主禮嘉賓主持，包括范徐麗泰女士、醫院管理局主席胡定旭先生、香港賽馬會董事李國棟醫生、香港公益金入會、預算及分配委員會主席楊傳亮先生及香港賽馬會慈善事務執行總監蘇彰德先生，以及本會創會人張淑儀醫生和主席霍何綺華女士。

乳癌基金會大使廖碧兒帶同愛犬到場擔任「粉」墨登場獎評審和為健兒打氣，她與演藝名人徐濠縈及薛家燕齊呼籲女性定期進行乳健檢查，保障健康。

The Pink Walk Against Breast Cancer 2011 of the Hong Kong Breast Cancer Foundation was held on 9 October 2011 at the Peak. Some 1,600 supporters walked in pink to promote physical exercise and regular screening for protection against breast cancer.

The event raised more than HK\$2.7 million, a record amount. All funds raised, with administrative costs deducted, will be used to support our work against breast cancer through breast health education, patient support and research-based advocacy.

The Pink Walk was kicked off by officiating guests including HKBCF Honorary President Mrs. Rita Fan, Chairman of the Hospital Authority Mr. Anthony Wu, Steward of the Hong Kong Jockey Club Dr. Donald Li, Chairman of the Admissions, Budgets & Allocations Committee of the Community Chest of Hong Kong Mr. Charles Yang, Executive Director of Charities of the Hong Kong Jockey Club Mr. Douglas So, and more.

Ms. Bernice Liu, Ambassador of the HKBCF, was joined at the event by celebrities Ms. Hilary Tsui and Ms. Nancy Sit in appealing to women to take a step forward toward breast health by building up regular habits of breast screening and exercise.

重溫活動相片 Event photos: [www.flickr.com/hkbcf](http://www.flickr.com/hkbcf)

大會頒發多個獎項，得獎者名單如下 The event presented a number of awards:

獎項 Award	得獎者 Winner	
「粉」墨登場獎 (個人) Best Dressed Pink (Individual)	Teresa Lai	
「粉」墨登場獎 (團體) Best Dressed Pink (Group)	Curves Fitness Centre for Women, Discovery Bay	
「粉」墨登場獎 (小童) Best Dressed Pink (Kids)	Gabrielle Tam	
「粉」墨登場獎 (寵物) Best Dressed Pink (Pets)	Michele (Owner)	
最高籌款個人獎 Top Fundraising (Individual)	Elizabeth Von Pfeil	\$20,000 (as of 9 Oct)
	Lorraine Wong	\$38,100 (as of 30 Oct)
最高籌款學校獎 Top Fundraising (School)	德瑞國際學校 German Swiss International School	\$19,000
最高籌款團體獎 Top Fundraising (Organisation)	養和醫院 The Hong Kong Sanatorium & Hospital	\$221,500
最踴躍參與團隊獎 Highest Participation	雅詩蘭黛集團 Estee Lauder Group	154人 people

活動相片集 Event photos : [www.hkbcf.org/pinkwalk](http://www.hkbcf.org/pinkwalk)

## 我們衷心感謝：

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Jackson Coach Hire Service Limited Mandarin Oriental, Hong Kong Metro Broadcast Corporation Limited Mannings  
PARKnSHOP Reebok Santa Fe Relocation Services Sofitel Macau At Ponte 16 Tayma Fine Jewellery  
ToyWatch Fareast Limited UA Cinema Circuit Ltd. VACA Watsons

義工團體：  
Volunteer groups:

Hong Kong Adventure Corps Hong Kong Fire Service Department Hong Kong Amateur Radio Association  
The Hong Kong Volunteer Meetup Group Hong Kong St. John Ambulance Heart 2 Heart Volunteer Group





## 踏出乳健一大步 Take A Step Forward for Breast Health

十月是國際乳癌關注月，多家企業響應，與乳癌基金會協作宣揚關注乳癌訊息，以及籌募經費！  
As October was Breast Cancer Awareness Month, a number of corporate supporters joined us to promote breast cancer awareness and raise funds in support of the cause.



### 婦女遊樂會 Ladies' Recreation Club

長期支持對抗乳癌的婦女遊樂會於十月份舉辦一連串活動，包括第五屆粉紅絲帶網球賽（10月10日）、酒會（10月14日）和派對（10月27日），既為響應10月國際關注乳癌月，亦為香港乳癌基金會籌得304,000元。

Our long-term supporter Ladies' Recreation Club hosted a series of events that mark the Breast Cancer Awareness Month, namely the 5th annual Pink Ribbon Tennis Tournament, Wine Gala Dinner (14 Oct) and the Spa's Pink Ribbon Pamper Party (27 Oct) to generate both awareness and funds for our Foundation. A total of HK\$304,000 was raised.

## 占德隆及富通保險亞洲 James DeLong & Ageas Asia Holdings Limited

富通保險亞洲員工占德隆於2011年9月24日至10月1日期間，攀登非洲吉力馬札羅山烏胡魯峰，在富通保險亞洲員工大力支持下，善款18萬5千元支持本會的對抗乳癌工作。

James DeLong, with Ageas and a group of friends attempted an 8-day mountain climb in Africa, from 24 September to 1 October, 2011. The event raised HK\$185,000 for the Hong Kong Breast Cancer Foundation.

### 占德隆

富通保險亞洲區傳統營銷業務董事

### James DeLong, Ageas

Director, Conventional Distribution – Asia, Ageas

#### 1. 是什麼驅使你挑戰非洲第一峰坦桑尼亞吉力馬札羅山？

我早在15年前便與祖籍南非的鄰居 Duncan Glenday提出這趟攀山之旅；我們很想一同經歷這項考驗自我的挑戰。

#### 2. 攀登過程怎樣？有什麼有趣或難忘的事情跟大家分享一下？

吉力馬札羅山地理條件十分獨特，它是世界第四高山脈，但只要願意，不用攀山繩索或特殊裝備，都可以登上頂峰。

#### 1. What made you attempt the challenge of climbing Mt. Kilimanjaro, the highest mountain in Africa?

The initial trip had been in discussion for over 15 years with my neighbour Duncan Glenday, who resides in the United States. He is from South Africa and we both thought it would be an excellent expedition to test ourselves while sharing time together.

#### 2. How did you find the climbing experience? Any interesting/memorable moments to share with our readers?

Kilimanjaro is unique because it is one of the world's highest mountains and practically anyone can have a go at the summit, as there are no technical climbing aspects that require ropes, no crevices or free climbing.





最難忘的時刻莫過於在「非洲之頂」觀賞日出，我們摸黑六小時攀爬了1,400米，登上海拔 5,730米的中途站，在那裡清楚可見烏胡魯峰。接下來再上升165米的一小時，難度更高，體力耗損、因空氣稀薄而出現的作嘔感覺，身心承受多種挑戰，我感覺雙腿像兩根屎尿柱。我設法振奮自己，心裡想著登上巔峰後看到雲霞的喜悅，更艱辛也是值得的。

Most memorable was watching the sunrise from the summit, or "the roof of Africa". It began with a six-hour, 1,400-metre nighttime ascent to Stella Point, at 5,730 metres. Once there, I could make out Uhuru Peak in the distance, but the 165-metre ascent was still a breathtaking one-hour hike and posed much difficulty. The combination of exhaustion, lack of oxygen, nausea and the fact that my feet felt like two large cement blocks made it challenging. I had to mentally compose myself and push forward to touch the summit. The outpouring of emotion, knowing the mission was accomplished while watching the sun break through the clouds on the horizon, was worth every challenge.

### 3. 為何選擇香港乳癌基金會為受惠機構？

我的太太 Yukiyo 於2009年確診患上II期乳癌，她不煙不酒，恒常做運動，飲食正常，又沒有家族病史，她在這個年紀患上乳癌實在太年輕。幸好她在香港得到醫護人員專業和悉心醫治，這經歷令我萌生一個念頭：我希望透過支持本地乳癌組織，鼓勵更多婦女關注乳癌。

### 3. Why did you choose the Hong Kong Breast Cancer Foundation as the sole beneficiary?

In 2009 my wife Yukiyo was treated for stage II breast cancer here in Hong Kong. She was too young to have this horrific disease, particularly since she never smoked, hardly drank any alcohol, was fit, exercised regularly, ate properly and had no family history. The care that was provided by her doctors in Hong Kong was amazing and their skills were unbelievable. Witnessing what these treatments can do physically and emotionally made me want to raise awareness and help future ladies in need.

### 4. 你認為社會需要對乳癌患者給予怎樣的 support？

我太太可算是幸運的一位，她從不畏於告訴別人自己身患乳癌，相反她以真誠坦率的態度與人分享和傾訴，得到身邊朋友、教友、鄰居，甚至孩子學校素未謀面的家長的支持。我相信她得以快速康復過來，與她樂觀的性格，以及大家的支持和關愛不無關係。乳癌患者要是沒有支援網絡，精神上實在很難撐得住。我希望所有患者都以坦誠，開放的心，讓能夠幫忙的人包圍著你。

### 4. What support do you think people affected by breast cancer need from the community?

Well, my wife was very fortunate from the beginning. She was not afraid to let others know that she had been affected and talked openly about it with friends. This openness brought an outpouring of support from friends, our church, neighbours, relatives and even from our children's school friends' mothers who had never met Yukiyo.

I believe her speedy recovery came from this support and care and her continued positive outlook. If people affected do not have these support mechanisms, the mental aspects could be disastrous. Surrounding yourself with, and being honest and open with, people in your community can help recovery.

## 5. 你如何在工作間籌款和鼓勵同事支持你的善舉？

當我寄出第一個電郵向同事和親友募捐後，大家的反應教我喜出望外，籌得的款額比預期高。我亦很高興 Ageas贊助我這次活動，加上同事們的慷慨和熱心幫忙，令活動非常成功。

## 6. 你覺得身邊的人對乳癌的認識足夠嗎？

坦白講，我也不肯定他們的乳癌意識有多少，但我希望大家都定期檢查。Yukiyo和我認識的人當中不少跟我們說：「我也是過來人」，「我的媽媽或我的姐妹也曾患上乳癌」，比率之高，十分驚人。

## 5. Can you share what you have done in your workplace to raise funds and appeal for support for this cause ?

Absolutely, the goal was exceeded by a long margin. When I sent the first email to colleagues, friends and family from around the world introducing the Kilimanjaro climb and the fundraising event, the outpouring of support was overwhelming. I was extremely pleased when my company, Ageas, sponsored the event and contributed in so many different ways. The event could not have been as successful without their support and the dedication of employees who put all the pieces together.

## 6. Do you think the people around you have adequate awareness about breast cancer ?

Honestly, I'm not sure about their awareness, but I hope they know and have regular testing. What I do know is that Yukiyo and I could not believe the number of women in Hong Kong alone that came forward after knowing about Yukiyo's cancer and said things like, "You know I have had breast cancer myself," or "My mother or my sister have had breast cancer". We suddenly realised a high proportion of our friends either had breast cancer or had a family member who had had breast cancer. This was very alarming.

## PANDORA

PANDORA 於十月起推出珠寶系列，支持香港乳癌基金會的工作。並由即日起至2012年4月，將該系列15%的收益撥捐本會。

PANDORA launched a new exclusive jewellery collection. Fifteen per cent of the sales proceeds from October 2011 to April 2012 shall be donated to the HKBCF.



## Mandarin Spa

文華東方酒店旗下的Mandarin Spa 及 Mandarin Salon由10月1日至31日義賣Life Token，另外每售出一枚Life Token，額外捐出100元，支持本會工作。活動籌得28,000元。

From 1 to 31 October, 'Life Tokens' were sold in the Mandarin Spa and Mandarin Salons. All proceeds were given to HKBCF. For every Life Token sold the hotel contributes an extra HK\$100 to increase the donation. A total of HK\$28,000 was raised.

## MOISELLE x PRISCILLA KU Charity Gift Set

MOISELLE推出一千套限量版慈善禮盒，包括小手袋、T恤和絲巾，圖案取自顧紀筠小姐的畫作，部分收益將撥捐香港乳癌基金會。

MOISELLE launches 1,000 sets of limited edition gift box which contains a handbag, a T shirt and a silk scarf on which celebrity artist Priscilla Ku's painting is printed. Part of the sale proceeds will go to HKBCF.



## Kookai

為提高大眾對乳癌的認識，法國時裝品牌 Kookai 舉辦KOOKAI Love Pink! 慈善活動，由9月中至今年 11月30日，到 iTunes App Store 免費下載 KOOKAI Love Pink! iphone app，Kookai 即捐出港幣一元往香港乳癌基金會。

French fashion label Kookai has rolled out a campaign to promote breast cancer awareness. It entailed the launch of "KOOKAI Love Pink!", an iPhone app available for free download. For every download (until 30 November), Kookai donates HK\$1 to the Hong Kong Breast Cancer Foundation.

## 運動改善 Movement Improvement

健身中心「運動改善」於本年10月12日於愉景灣舉辦Pink Fizz籌款晚會，支持本會對抗乳癌的工作。活動當日多達250人出席，場面熱鬧非常，連同參與乳健大步走，為本會合共籌得\$62,458。

Movement Improvement Ltd. hosted Pink Fizz on 12 October 2011 at Discovery Bay in support of the Hong Kong Breast Cancer Foundation. More than 250 people joined the event. Together with its support to the Pink Walk, it raised HK\$62,458 for the Foundation.



## Pink Fizz 慈善活動

「運動改善」創辦人及總監  
Claire V. Dickson

**Pink Fizz – Charity event in aid of HKBCF**  
**Claire V. Dickson**  
**Founder and Director of Movement Improvement Ltd.**

### 1. 為何選擇香港乳癌基金會為受惠機構？

我們是一家位於愉景灣的小型健身中心，客戶以關注健康的女性為主，我知道不少客戶或她們的家人都曾經受乳癌影響，所以支持乳癌基金會是很自然的選擇。我自己本人也曾接受腫瘤切除手術，深明及早發現的好處，所以我十分樂意向愉景灣居民和客戶推廣關注乳癌的訊息。

### 2. Pink Fizz 是什麼活動？你怎樣令客戶和業務夥伴參與其中？

我們決意要辦一項好玩的活動，所有東西都要是粉紅色！我們以粉紅絲帶為基礎，創造了Pink Fizz 這項一年一度的活動。我們聯絡愉景灣的商舖，邀請他們贊助場地、香檳和食品等。商戶捐出抽獎禮品，回報是在Pink Fizz刊物中刊登廣告；商戶亦可擺檔售賣產品，主要是首飾、服飾、手工藝品等具環保概念而又為女性愛戴的產品，結果反應相當熱烈。我們又邀請到樂隊、講者、彩繪藝術家、化粧師等參與。活動設入場費，收益撥捐乳癌基金會。

### 3. 明年有何計劃延續對乳癌基金會的支持？

我們明年有意籌辦迷你版乳健康大步走。愉景灣這裡沒有車輛行駛，景色自然怡人，是進行步行活動的上選地點。希望你都會支持！

### 1. Why did you choose the Hong Kong Breast Cancer Foundation as the sole beneficiary of your event?

Located in Discovery Bay, Movement Improvement is a small health and fitness company promoting fitness as a way of life and running classes and training to motivate people to stay healthy. We're largely female oriented, so the HKBCF was the obvious choice as a charity to support, and as it turned out, over the years many clients have confided that they and/or their family members have been affected by this disease.

I personally have had a lump removed and a scare but I was one of the lucky ones. Finding out how early detection can really help, we thought it was very relevant that we raise awareness within our club and community here in Discovery Bay and help raise funds while doing it.

### 2. What is Pink Fizz and how did you engage your clients and business partners in supporting the cause?

We decided on a fun event, with all things pink! Of course this lent itself well to the pink ribbon and our yearly event Pink Fizz emerged. We contacted all the local businesses and asked them to donate prizes in exchange for advertising. We had so many offers that it grew into a massive big lucky draw. We asked vendors to come along to sell environmentally friendly products and things that are attractive to women, like jewelry, clothing, and arts and crafts. We then invited a band to come, guest speaker, face painter, make-up artists, cosmetic consultants and the like. This all made up a fun evening to which we charged an entrance fee, so funds were also raised by selling tickets.

### 3. Do you have a plan to continue your support for the cause next year?

In addition to the Pink Fizz, we would like to plan a mini Pink Walk next year. As Discovery Bay has no cars but lovely green surroundings. I feel it would be the perfect place to host a sponsored walk. I hope you will join us!





## Tayma Fine Jewellery

Tayma Fine Jewellery 於十月推出 Love TAYMA系列名貴水杯及水晶戒指，並將部份的收益撥捐香港乳癌基金會，支持本會對抗乳癌的工作。

Tayma Fine Jewellery will donate to our Foundation part of the proceeds from October sales of its Love TAYMA Collection of mugs and crystal rings.



## ICAP

ICAP 第19屆慈善日於12月7日舉行，集團全球60個辦事處參與，將當日的經紀佣金全數捐贈慈善機構，香港乳癌基金會為本港受惠機構之一。

ICAP's 19th Global Charity Day took place on 7 December 2011. With over 60 offices worldwide taking part, ICAP, an interdealer broker and provider of post-trade risk and information services will be donating all brokers' commissions on the day to charities, including HKBCF.

## Janet Borchert

Janet Borchert 女士於12月9日舉行慈善聯歡派對，門券及拍賣乳癌康復者手製披肩和首飾所得的二萬元收益，全數捐予本會。

Mrs. Janet Borchert hosted a special ladies party on 9 December 2011, raising \$20,000 for HKBCF from the admission fees and charity auction of shawls and accessories made by breast cancer survivors.

## Jan Logan

由2011年9月11日至10月31日，澳洲珠寶品牌Jan Logan將推出Pretty in Pink珠寶系列，並將該系列零售收益的10%捐給香港乳癌基金會，以支持本會幫助本地女性積極對抗乳癌。

Jan Logan launched its Pretty in Pink Campaign Collection (11 September to 31 October 2011) donating 10% of sales revenue to the HKBCF.



## BYLYSE

時裝公司Bylyse於12月推出粉紅絲帶系列，並捐出一個月內零售收益的15%支持本會對抗乳癌的工作。

Bylyse will be donating 15% of all sale proceeds from its Pink Ribbon collection made during the period of December 2011 and January 2012 to our Foundation.

## Santa Fe Real Estate

Santa Fe Real Estate 於本年12月8日舉辦聖誕聯歡晚會，宴請地產代理同業歡叙，活動收益將捐予本會支持對抗乳癌的工作。

Santa Fe Real Estate will host the annual Hong Kong Real Estate Agents Christmas Celebrations on 8 December 2011. All funds raised from the event will be donated to our Foundation.

香港乳癌基金會未有認可或推薦任何「粉紅絲帶夥伴」的產品、服務或資訊。消費者在購買任何支持對抗乳癌的產品/服務前，請先查詢及了解清楚。

The HKBCF does not endorse or promote any products, services or information provided by our partners in these activities. We encourage consumers to ask critical questions before buying or using these products/services.



# 活動日誌 HKBCF EVENT CALENDAR

2011年11月 - 2012年3月 November 2011 - March 2012

EVENT  
01

**2012.03.12 (星期一 MON)**

## 《桃姐》慈善電影獻映

為本會籌募經費，歡迎捐款／贊助支持。凡捐款滿800元可獲贈特別場戲票乙張；捐款滿1,000元可獲贈特別場貴賓座戲票乙張。  
地點：香港太古城中心UA 戲院

## A Simple Life — Charity Movie Show

A Spring-time movie delight that raises funds for our work against breast cancer. Donations and sponsorship are welcome. A donor who gives \$800 or above will be given a complimentary ticket; a donor who gives \$1,000 or above will be given a complimentary VIP ticket.

Venue: UA Cinema, Citiplaza, Taikoo Shing, Hong Kong

詳情More: [www.hkbcf.org](http://www.hkbcf.org) 查詢Enquiries: 3143 7311

## 鳴謝Acknowledgements

August – November 2011

捐款20,000元以上 Donations of HK\$20,000 or above

Cartier  
Gucci Group (Hong Kong) Limited  
鄭應桃女士  
Eli Lilly Asia, Inc.  
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Ms. Choi Miu Ling  
Genomic Health Inc  
The Royal Bank of Scotland  
Ms. Ram K Seethapalli  
Mr. Robert Spencer  
SuperBloom Development Ltd  
Mr. Adam Tong  
Ms. Yung Choi Ling

香港乳癌實況第三號報告 Breast Cancer Facts in Hong Kong Report No. 3

AstraZeneca  
BLOOM – Professor Richard Yu's Charity Photo Exhibition  
Genomic Health Oncotype DX  
Glaxo SmithKline  
Ladies' Recreation Club  
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Ms. Rani Kamaruddin  
Ms. Leung Pui Ha  
Ms. Li Xiao Jing  
Ms. Ng Wai Han

乳健中心 Breast Health Centre

Dr. Wong Chun Kuen  
Dr. Hung Wai Ka  
Ms. Mimi Ng  
Dr. Hedwing W. Y. Wong  
Dr. Choi Lai Yin  
Ms. Carven Tam  
Ms. Kitty Liu



余宇康教授(右二)慈善攝影相展為本會乳癌資料庫籌得一百萬元。

A charity photo exhibition hosted by Professor Richard Yu(2nd right) raised HK\$1 million for our Breast Cancer Registry

## 義工招募 Be a Volunteer

成為香港乳癌基金會義工，貢獻您的熱心、時間和專長，協助我們推展對抗乳癌的工作和服務。義工亦幫助我們減省行政開支，更有效地運用資源，歡迎你加入這行列！

As a volunteer with the HKBCF, you can exercise your strength and make the most direct contribution to the work we do. Volunteers help minimise our operation cost, too. Come join us now.

我們需要義工協助：

We need volunteers for

- 患者支援服務 Patient Supports
- 在籌款活動／公眾教育活動幫忙  
Helping out at fundraising events and public education activities
- 在家提供義工服務(如編輯、繙譯、校對及設計等)  
Volunteering at home, providing services such as translation, editing, proofreading and design work.
- 辦公室行政支援(在辦公時間支援資料輸入、電話聯絡及信件處理等)  
Administrative Support, such as data input, making phone calls and lettershop during office hours.

如有興趣，請以電郵與我們聯絡：info@hkbcf.org

If you are interested please email us at info@hkbcf.org





# 捐款表格 DONATION FORM

## 我願意捐款支持「香港乳癌基金會」

I would like to make a donation to support the Hong Kong Breast Cancer Foundation  
(請在適用空格填上 ✓ Please ✓ the appropriate boxes)

### ☐ 一次過捐款 One-off donation:

☐ \$200 ☐ \$300 ☐ \$500 ☐ \$1,000 ☐ \$ \_\_\_\_\_

### ☐ 按月捐助 Monthly donation of

☐ \$200 ☐ \$300 ☐ \$500 ☐ \$1,000 ☐ \$ \_\_\_\_\_

☐ 請寄上銀行自動轉賬授權書

Please send me the direct debit authorisation form

## 捐款方法 Donation Method

### 1. ☐ 劃線支票 Crossed Cheque

(支票抬頭請寫「香港乳癌基金會」)

Payable to "Hong Kong Breast Cancer Foundation")

### 2. ☐ 信用卡 Credit Card



有效日期 Expiry Date: \_\_\_\_\_

持卡人姓名 Cardholder's Name: \_\_\_\_\_

信用卡號碼 Card No.: \_\_\_\_\_

持卡人簽署 Cardholder's Signature: \_\_\_\_\_

### 3. ☐ 銀行入數 Bank Deposit:

請把善款存入香港乳癌基金會之滙豐銀行戶口 (戶口帳號: 094-793650-838), 並在存款收據/自動櫃員機單據正本背面寫上姓名及電話, 連同捐款表格寄回本會。請複印並保留存款收據以作記錄。

Please make a direct deposit into Hong Kong Breast Cancer Foundation:

HSBC account: 094-793650-838.

Write your name and mobile phone number at the back of the original bank deposit slip/ ATM slip and mail it together with the Donation Form to us. Please keep photocopy of the deposit slip for record.

## 個人資料 Personal Information

(只作本會內部用途 For internal use only)

姓名 Name : \_\_\_\_\_  
(先生Mr. / 女士Ms.)

聯絡電話 Tel : \_\_\_\_\_ 傳真 Fax : \_\_\_\_\_

電郵 E-mail : \_\_\_\_\_

地址 Address : \_\_\_\_\_

請將填妥表格寄回或傳真到



香港乳癌基金會  
HK Breast Cancer  
Foundation

香港北角木星街9號永昇中心22樓

22/F, Jupiter Tower, 9 Jupiter Street, North Point, Hong Kong

T: 2525 6033 F: 2525 6233

## 多謝 Thank You!

港幣\$100或以上捐款可申請免稅(稅局檔號91/7226)。

Donations of HK\$100 or above are tax-deductible (IR File no.91/7226).

**Pink Ribbon** Newsletter  
www.hkbcf.org  
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STAMP



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