

十周年號外
乳健同行

香港乳癌基金會通訊
Breast Health Newsletter
10th Anniversary Special Edition

創會十載

Commemorating a decade's service -
延續關愛乳健使命
to shape a breast health culture



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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，致力減低乳癌在本地的威脅。

使命

- 提高公眾對乳癌的認識及推廣乳房健康的重要性
- 支援乳癌患者踏上康復之路
- 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 mitigating the threat of breast cancer to the local community through **education, patient support and research & advocacy.**

Mission

- Promote public awareness of breast cancer and the importance of breast health
- Support breast cancer patients on their road to recovery
- Advocate better breast cancer care in Hong Kong

我們樂意聆聽你對本刊的意見

Your feedback will help us improve this publication.

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香港乳癌基金會 創會十週年活動

重溫動人時刻

HKBCF 10th Anniversary Campaign

– Special moments at a glance

香港乳癌基金會於2005年成立，為乳癌病人提供適切的支援和服務，並向當時對該疾病認識不多的公眾推廣乳房健康的重要性。過去十年，基金會努力不懈地工作，服務項目和規模與日俱增，透過患者支援、乳健教育、篩檢以及研究和倡議的渠道，減低乳癌對本地婦女的威脅。

Hong Kong Breast Cancer Foundation (HKBCF) was established in 2005 with the aim to provide timely and appropriate support and services to breast cancer patients, and to build awareness of breast health at a time when the public knew little about the disease. Over the past ten years, HKBCF has been working tirelessly to mitigate the threat of breast cancer in Hong Kong through patient support, public education, breast cancer screening and research and advocacy, and has grown substantially in terms of service and scale.

今年初，基金會推出一系列活動，紀念創會服務社群十週年。活動包括表揚捐贈者樂善好施的郵輪晚宴兼演唱會、以「乳癌風險BINGO」為主題的多媒體廣告推廣、在多個社區進行為婦女拆解乳癌風險的公眾教育展覽、發佈香港乳癌資料庫第七號報告、舉辦第十一屆年度籌款活動「乳健同行」，以及推出首屆「乳健任我行」項目。

Earlier this year HKBCF has launched the 10th Anniversary Campaign to commemorate a decade of service to the community. Among the programmes and initiatives were: a donors-recognition dinner cum concert aboard a cruise ship, the multimedia "Breast Cancer Risk BINGO" advertising campaign, a series of public exhibitions to raise awareness of the risk factors associated with breast cancer; the release of the Hong Kong Breast Cancer Registry Report No. 7, the 11th annual Pink Walk for Breast Health as well as the first-ever Off Peak Pink Walk.

我們藉此特刊簡要回顧為紀念創會十週年所策劃的主要活動，並衷心感謝所有支持者和參加者，是他們令基金會的十週年活動圓滿成功，也是基金會十年發展的重要支柱。就讓我們重溫一些創會十週年活動的快樂和動人的時刻！

We have put together this special edition of newsletter as a record of the array of initiatives and activities commemorating HKBCF's ten years of service to Hong Kong. We would like to take this opportunity to say a big "thank you" to all supporters and participants for making HKBCF's 10th Anniversary Campaign a resounding success. Let us now go over the happy and heartwarming moments over the past year!





▲「Pink Sunset」郵輪夜嘉賓包括前民政事務局常任秘書長楊立門先生（左三）、公主遊輪區域總監鍾姚賽玉女士（左四）、歌手陳奕仁先生（右四）及一眾基金會理事及十週年活動籌備委員會委員合照。 Posing for a group photo at the "Pink Sunset" donors-recognition dinner were: Former Permanent Secretary for Home Affairs Mr. Raymond Young (third from left), Mrs. Nancy Chung, regional director of Princess Cruises (fourth from left), singer Mr. Hanjin Tan (fourth from right), members of HKBCF's council as well as the 10th Anniversary Organising Committee.



▲基金會創辦人張淑儀醫生（右二）及基金會主席霍何綺華女士（右一）歡迎平等機會委員會主席周一嶽醫生（左一）及醫院管理局主席梁智仁教授參加晚宴。

HKBCF founder Dr. Polly Cheung (second from right) and HKBCF chairman Mrs. Eliza Fok (right) welcomed Dr. York Chow, chairperson of the Equal Opportunities Commission (left), and Professor John Leong, chairman of Hospital Authority, to the dinner.



▲熱愛唱歌的平等機會委員會主席周一嶽上台大展歌喉，與表演嘉賓葉倩文合唱一曲《選擇》，獲得全場觀眾熱烈的掌聲。

The audience broke into a round of enthusiastic applause after Dr. York Chow, chairperson of the Equal Opportunities Commission who is also a singing enthusiast, and guest performer Ms. Sally Yeh sang the song "Choice".



▲陳奕仁在「Pink Sunset」郵輪夜晚宴後深情演繹醉人情歌。 Mr. Hanjin Tan gave a moving performance of a selection of love songs at the concert following the "Pink Sunset" donors-recognition dinner.

「Pink Sunset」 郵輪夜

The "Pink Sunset" Donors-Recognition Dinner

為十週年活動揭開序幕是表揚捐贈者的「Pink Sunset」郵輪夜。晚宴於4月24日舉行，400名嘉賓和支持者聚首於啟德郵輪碼頭的藍寶石公主號上共襄善舉。是次晚宴充滿特色，是本港首個在停泊郵輪上舉行的慈善活動。公主郵輪的慷慨贊助以及基金會職員和義工的努力，令當晚活動非常成功。

當晚活動亮點為基金會創會人張淑儀醫生和基金會主席霍何綺華女士將粉紅色的汽酒倒進香檳塔，並和一眾嘉賓、傳媒朋友以及支持者祝酒，宣佈基金會十週年活動正式開始。宴會充滿歡笑聲，亦為來賓提供互相認識和交流的機會。晚宴後基金會邀請著名歌星葉蒨文、陳奐仁、林德信和前民政事務局長任秘書長楊立門同台表演。平等機會委員會主席周一嶽醫生上台獻唱，更為晚宴帶來另一個高潮。在此我們特別要向支持基金會工作的同事及義工致敬！

Raising the curtain on HKBCF's 10th Anniversary Campaign was the "Pink Sunset" Donors-Recognition Dinner on April 24, which brought over 400 friends and supporters of HKBCF on board the Sapphire Princess docked at the Hong Kong Kai Tak Cruise Terminal. The special occasion – the first time a stationing cruise ship opened exclusively for a charity event – was a huge success thanks to the generous sponsorship from Princess Cruises and the hard work and diligent efforts by HKBCF staff and volunteers.

One of the highlights of the night was the announcement of the launch of HKBCF's 10th Anniversary Campaign by Dr. Polly Cheung and Mrs. Eliza Fok, founder and chairman of HKBCF respectively, who poured pink, sparkling wine into a tower of glasses, surrounded by applauding guests, media reporters and supporters. An evening of laughter, networking and sharing ensued as the guests enjoyed dinner followed by performances by celebrated singers Ms. Sally Yeh, Mr. Hanjin Tan, Mr. Alex Lam, and a special guest, Mr. Raymond Young, former Permanent Secretary for Home Affairs. Dr. York Chow, chairperson of the Equal Opportunities Commission, also took the stage and was met with an enthusiastic response. Hats off especially to the staff, volunteers and supporters of HKBCF!

▲ 琦琦小姐獲委任為香港乳癌基金會大使，右為何鏗忻小姐特別為基金會十週年紀念設計的絲巾。

Ms. Qi Qi, who was appointed as a HKBCF Breast Health Ambassador, standing by a scarf designed by Miss Natalya Ho to celebrate the HKBCF's 10th anniversary.

「乳癌風險 BINGO」 多媒體廣告推廣

Multimedia Advertising Campaign “Breast Cancer Risk BINGO”

乳癌是都市病，常見的高危因素包括 40 歲或以上、缺乏運動、未曾餵哺母乳及感覺高度精神壓力。通過改變生活習慣，我們可以有效減少風險因素。

Breast cancer is a common disease in urban populations. The risk factors include being aged 40 or above, lack of physical exercise, no breastfeeding and high level of stress. The good news is that they can be managed and mitigated by modifying our lifestyle.

基金會推出橫跨數月的跨媒體綜合廣告計劃，利用各類媒體的力量鼓勵女士們及早改善生活方式，教育大眾可能導致乳癌的高危因素，減低罹患乳癌的風險。基金會的乳健中心在短短 7 個星期的展覽期間接獲 1,500 宗查詢，並為其中逾 70% 婦女進行了篩查。

HKBCF has rolled out a multimedia, integrated advertising campaign that lasted several months to encourage women to change their lifestyle in order to reduce the risk of breast cancer. As a result of our efforts, in just 7 weeks, HKBCF received 1,500 public enquiries, with more than 70 percent of callers signing up for breast cancer screening services with our Breast Health Centre.



▲ 「乳癌風險 BINGO」廣告於無綫電視翡翠台及 J2 台播出
The “Breast Cancer Risk BINGO” advertisement was shown on TVB Jade and J2.



◀「乳癌風險 BINGO」平面廣告於報章及雜誌刊登。
"Breast Cancer Risk BINGO" print advertisements in newspapers and magazines.

活動以一系列的「乳癌風險 BINGO」廣告為主，由基金會的乳健教育大使

The campaign was centred around the "Breast Cancer Risk BINGO" advertisement featuring HKBCF Breast Health Ambassador and popular singer Ms. Ivana Wong. The advertisement has appeared on television, in print and online, as well as outdoor TV walls, in MTR stations and trains, Roadshow on board KMB buses and the intranet of some big corporations including CLP Group, Towngas, Citic Pacific, Dah Chong Hong and CITIC Telecom.

以及著名歌手王菀之擔綱演出。廣告於電視、報刊、戶外電視、港鐵站及車廂、九巴路訊通以及網上不同媒體推出。本港部分大企業例如中華電力、香港中華煤氣、中信泰富、大昌行、中國中信集團等更於公司內聯網上播放基金會的廣告。

The advertisement, which borrowed the concept of Bingo game and leveraged the vivid performance by Ms. Ivana Wong, provided a lively portrayal of different characters, all of whom, upon realising their breast cancer risks, take immediate action to change their daily habits in order to reduce the risks.

是次「乳癌風險 BINGO」廣告，借用 Bingo 遊戲和王菀之小姐生動活潑的演繹，展示不同女性在得悉各個乳癌高危因素之後坐言起行，改變生活習慣以減低患病風險。



CITIC PACIFIC
中信泰富

公司捐款



香港乳癌基金會
HK Breast Cancer Foundation

10 十載誌慶
10 years of care at HKBCF

基金會網址:
<http://www.hkbcf.org/index.php?lang=chi>



乳癌風險大使：
王菀之

乳癌風險 BINGO

你中唔中?

愛錫自己，接受乳癌風險評估及定期乳健檢查。

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，致力減低乳癌在本地的威脅。

「乳健同行」(Pink Walk) 一直是香港乳癌基金會一年一度的旗艦籌款活動，至今已舉辦了10次!

中信泰富有限公司捐款 **港幣三萬元** 以支持2015年「乳健同行」
(如欲了解詳情，請參看活動網址: <http://www.hkbcf.org/pinkwalk/2015/?lang=zh-hant>)

▲ 中信泰富於公司內聯網廣傳乳健訊息並捐款予今年的步行籌款「乳健同行」。
Citic Pacific also donated to this year's Pink Walk for Breast Health as well as promoting breast health via its intranet.



▲ 廣告亦於屈臣氏店內播放
The advertisement was shown in Watson's the Chemist.



▲ 特此鳴謝花旗銀行於分行外牆播出基金會廣告
Our heartfelt thanks to Citibank for showing our advertisement at the bank's branches.

▲ 基金會廣告在九巴路訊通播放予巴士乘客收看
The advertisement was also shown on KMB Roadshow for bus passengers.

除了在電視和互聯網上播放，廣告亦於銅鑼灣時代廣場外的大型屏幕上，以及提供場地予基金會舉辦展覽的4家購物商場和3間花旗銀行分行外牆大型電視上播出。

In addition to the television and the intranet, the TVC was shown on the outdoor TV wall of Time Square in Causeway Bay, as well as on the indoor TV screens of four other shopping malls hosting our roving exhibition and outside of three branches of Citibank.



▲ 我們在港鐵月台的路軌燈箱內置入大型宣傳海報，亦於車站及車廂內設置廣告。
We put up a poster across one of MTR's trackside 12-sheet panels. A few advertisements were also placed inside MTR trains.

▲ 基金會廣告於銅鑼灣時代廣場外牆播放。
The advertisement was shown on the outdoor TV wall of Times Square, Causeway Bay.

我們更設有專題網站 (www.hkbcf.org/bingo)，為公眾提供簡明快捷的乳癌風險資訊。網站更特設互動遊戲，方便市民檢視個人乳癌風險高低。該網上互動遊戲在推出 2 個月期間大受歡迎，吸引共 8,500 人參加，禮物包括由基金會的乳健中心提供的免費乳健檢查服務。

總的來說，基金會的「乳癌風險 BINGO」廣告系列在不同媒體播放了數個月，收看人次逾三千萬，成功地提高了大眾對乳癌風險因素的認識，並在香港各區域推廣了乳健教育。

A campaign website (www.hkbcf.org/bingo) was created to provide quick facts about breast cancer risks which also included a "mini site" for members of the public to gauge their breast cancer risk from an interactive game. The "mini site" has drawn a high volume of interest; as many as 8,500 people played the game in a two months. Among the gifts given away were free breast examination services at our Breast Health Centre.

All in all, our multimedia, advertising campaign, "Breast Cancer Risk BINGO", attracted more than 30 million views over a few months, successfully raising breast cancer awareness and promoting the importance of breast health across Hong Kong.



▲「乳癌風險 BINGO」互動網上遊戲
The "Breast Cancer Risk BINGO" online game (www.hkbcf.org/bingo).



深入社區的乳健教育巡迴展覽及活動

Community-based Roving Exhibitions and Events Promoting Breast Health



▲ (左三起) 觀塘區議會主席陳振彬博士、勞工及福利局局長張建宗、香港乳癌基金會創辦人張淑儀醫生及乳健教育大使王菀之，在觀塘 apm 齊齊拼出消滅乳癌風險因素的良好生活習慣和方法。
(Beginning from third from left) Dr. Bunny Chan, chairman of Kwun Tong District Council, Secretary for Labour and Welfare Mr. Matthew Cheung, HKBCF founder Dr. Polly Cheung and HKBCF Breast Health Ambassador Ms. Ivana Wong gathered at the apm mall in Kwun Tong, piecing together the ways to lead a healthy lifestyle that would help lower the risk of breast cancer.

基金會於港九新界不同地點舉辦巡迴展覽以及三個充滿樂趣的大型社區活動，向大眾提供更多乳健資訊。

由九月初至十月底，基金會在全港七個商場舉行展覽，足跡踏遍香港島、九龍東、九龍西、新界東、新界西的各主要社區，直接接觸各個階層的市民，鼓勵女士們檢視個人生活習慣，了解個人有否患上乳癌的風險以及控制風險的方法。我們亦鼓勵社區人士到訪基金會的乳健中心，進行乳癌風險評估。一連七場的公眾教育展覽內容豐富，當中基金會護士及職員向約 1,600 位參觀人士講解如何自我檢查乳房，並以遊戲形式向大眾推廣乳健訊息，反應熱烈。

HKBCF has organised a roving exhibition as well as three fun-filled community events that travelled across Hong Kong to arouse breast health awareness.

From the beginning of September to the end of October, the exhibition travelled to seven shopping malls in different districts on Hong Kong Island, in Kowloon East and West and New Territories East and West, reaching out to different groups of the population, urging women to be alert to the risk factors and educating them on how to keep the risk down. Members of the public were encouraged to visit HKBCF's Breast Health Centre for a breast cancer risk assessment. Informative and practical, the exhibition drew about 1,600 visitors who learned how to self-examine their breasts and gained knowledge of breast health through games.



▲ (左起) 香港乳癌基金會副主席麥黃小珍、灣仔民政事務助理專員黎慧怡、香港乳癌基金會大使薛家燕及香港精英運動員協會主席陳念慈啟動「乳癌風險 BINGO - 乳健教育社區推廣」在銅鑼灣希慎廣場的巡迴展覽。

(From left to right) HKBCF Vice Chairman Mrs. Sandra Mak, Wan Chai Assistant District Officer Ms. Renie Lai, HKBCF Breast Health Ambassador Ms. Nancy Sit and Ms. Amy Chan Nim-chee, Chairman of the Hong Kong Elite Athletes Association, attending the "Breast Cancer Risk BINGO" roving exhibition in Hysan Place, Causeway Bay.



▲ (左三起) 屯門婦聯主席葉順興女士、社會福利署副署長林嘉泰先生、香港乳癌基金會理事黃振權醫生及一眾嘉賓出席於屯門 V City 舉行的「乳癌風險 BINGO - 乳健教育社區推廣」活動。

(Beginning from third from left) Ms. Ip Shun-hing, chairman of the Tuen Mun District Women's Association, Mr. Lam Ka-tai, the Social Welfare Department's deputy director of social welfare (services), HKBCF council member Dr. Wong Chun-kuen and guests attending the "Breast Cancer Risk BINGO" community event at V City in Tuen Mun.

首個大型活動暨整個展覽計劃的啟動禮於九月四日在觀塘 apm 舉行。基金會選擇觀塘為展覽的第一站，因為該區的乳癌案例較多，期數較晚，區內婦女的乳健意識亦不高。之後活動移師至銅鑼灣的希慎廣場以及屯門的 V City 舉行。不少名人、政府官員和醫療專家出席活動，和市民分享防範乳癌的心得和經驗，亦和觀眾一同參與現場遊戲，寓教育於娛樂。

The Roving Exhibition kicked off with a community event on September 4 at apm Mall in Kwun Tong, a district with the highest rate of breast cancer incidence and cases diagnosed at advanced stages, as well as the lowest awareness level of breast cancer. The subsequent community events were held at Hysan Place in Causeway Bay and V City in Tuen Mun.

Present at the three community events were celebrities, government officials and medical professionals who shared their tips on breast health and their experience in managing down breast cancer risk. The guests also played educational games with members of the audience.



▲ 基金會護士及義工以遊戲形式向大眾推廣乳健訊息
HKBCF nurses and volunteers promoting breast health through games.



▲ 在例行身體檢查中發現自己有早期乳癌的名人郭秀雲小姐，呼籲女性定期作乳健檢查，減低患乳癌風險。

Celebrity Ms. Sharon Kwok, who detected early-stage breast cancer in a regular body check-up, said it is important to have regular breast screening to reduce breast cancer risk.



▲ 觀眾齊齊觀賞「乳癌風險 BINGO」廣告
Participants watching the "Breast Cancer Risk BINGO" advertisement.



▲ 公眾教育展覽內容
Display at the exhibition



▲ 名人、政府官員和醫療專家應邀出席活動
Celebrities, government officials and medical experts were invited to the events.

香港乳癌資料庫第七號報告

Hong Kong Breast Cancer Registry Report No. 7

可為早期乳癌患者

減低手術創傷和後遺症

Sentinel Lymph Node Biopsy: Less Invasive Surgery and Side Effects for Early-stage Breast Cancer

香港乳癌資料庫第七號報告

Hong Kong Breast Cancer Registry Report No. 7



▲ 香港乳癌資料庫督導委員會主席張淑儀醫生(右)、成員陳志梅醫生(左)及香港乳癌基金會主席霍何綺華女士共同發表《香港乳癌資料庫第七號報告》。

Dr. Polly Cheung (right), chairman of the Hong Kong Breast Cancer Registry Steering Committee, Dr. Miranda Chan (left), one of the committee's members and HKBCF chairman Mrs. Eliza Fok announced the release of the Hong Kong Breast Cancer Registry Report No. 7.

基金會自二〇〇八年以來，多次發表關於乳癌的研究報告。今年，基金會於九月二十三日舉行記者會，公佈香港乳癌資料庫第七號報告。研究指出，隨著較新的前哨淋巴結檢查方法在本港普及，早期乳癌患者可減少不必要的腋下淋巴切除手術，降低手術創傷和手術引致手臂出現淋巴水腫的機會，大大提升乳癌病人的生活質素。

The HKBCF has been releasing research reports about breast cancer since 2008. This year, the Hong Kong Breast Cancer Registry (HKBCR) Report No. 7 was released on September 23. The latest research by the HKBCR shows that an increasing use of sentinel lymph node biopsy in Hong Kong has enabled some women in the early stages of breast cancer to avoid axillary lymph node dissection. The biopsy can also help reduce post-operative side effects such as lymphoedema - swelling - in the upper arm and thus significantly improving the quality of life for patients.



▲ 基金會高級健康服務主任張春好女士(右)向乳癌康復者洪女士(中)詢問淋巴水腫情況，洪女士在基金會接受淋巴水腫護理服務後情況大大改善，詳見右圖。

Ms. Doris Cheung (right), senior health service officer at HKBCF, talked to breast cancer survivor Madam Hung (middle), whose symptoms of lymphedema in the arm eased after she underwent lymphedema treatment at HKBCF (see photo on the right).



乳健同行 2015

Pink Walk for Breast Health 2015

香港旅遊發展局旅客諮詢中心



十月十八日的山頂道花園被一片粉紅色的人潮淹沒，因為當日是基金會年度籌款活動「乳健同行」的大日子。超過 2000 名健兒雲集山頂，齊心完成環繞山頂 3.5 公里的路程。今年已是基金會第十一年舉辦「乳健同行」，此標誌性的週年步行籌款活動成功為基金會籌得款項以服務乳癌病人和康復者，並喚起大眾關注乳癌對香港女性的威脅。當日主禮嘉賓有香港特別行政區財政司司長曾俊華及其夫人、食物及衛生局副局長陳肇始教授，以及多位藝員名人。

乳健同行 2015 圓滿成功，有賴我們一班捐贈者的慷慨捐助以及義工們的全情支持。義工團隊由童軍和一班熱心的企業員工組成；他們由事前準備紀念品，到當日為健兒們發放三千枝樽裝水及香蕉、管理秩序和控制人流等，每個細節皆全力以赴，確保活動能順利進行。我們在此熱烈表揚所有參加者和支持者的努力，並約定大家明年再見！

▲ (左起) 創會主席關智鸞女士、慧妍雅集信託委員會主席楊婉儀小姐、香港乳癌基金會大使廖碧兒小姐、基金會創會人張淑儀醫生、財政司司長曾俊華伉儷、食物及衛生局副局長陳肇始教授、香港乳癌基金會主席霍何綺華女士、香港乳癌基金會大使陳寶珠小姐和琦琦小姐、「乳健任我行」大使麥潔文小姐、前香港乳癌基金會主席蔡梁婉薇及十週年活動籌委會主席譚榮根博士齊齊主持「乳健同行」步行籌款 2015 的起步儀式。

Presiding over the launch of Pink Walk 2015 were (from left to right): Ms. Doris Kwan, founding chairman of HKBCF, Ms. Winnie Young, chairman of the board of trustees of Wai Yin Association, HKBCF Breast Health Ambassador Ms. Bernice Liu, HKBCF founder Dr. Polly Cheung, Financial Secretary Mr. John Tsang and Mrs. Tsang, Under Secretary for Food and Health Professor Sophia Chan, HKBCF chairman Mrs. Eliza Fok, HKBCF Breast Health Ambassadors Ms. Connie Chan Po-chu and Ms. Qi Qi, Ms. Mak Kit-man who is the ambassador of "Off Peak Pink Walk", former HKBCF chairman Mrs. Joanna Choi, and Dr. Tam Wing-kun, chairman of the 10th Anniversary Organising Committee.



▲ (左起) 香港乳癌基金會創會理事 Countess Elizabeth von Pfeil、創會主席關智鸞女士、基金會創會人張淑儀醫生、香港乳癌基金會現任主席霍何綺華女士及前主席蔡梁婉薇攜手見證基金會十年的發展。

(From left to right): Countess Elizabeth von Pfeil, a founding member of HKBCF's council, Ms. Doris Kwan, HKBCF's founding chairman, HKBCF founder Dr. Polly Cheung, Mrs. Eliza Fok, HKBCF's current chairman and Mrs. Joanna Choi, a former HKBCF chairman, joined hands as they witnessed the development of HKBCF over the past ten years.





▲ 美國駐港總領事夏千福先生 (左四)、韓國駐港總領事夫人 Mrs YOON Mi Ki (右三)、韓國婦女協會主席 Mrs IHM Mi Jeung (右二) 及協會顧問 Ms. Milie Kim (右一) 不約而同出席支持活動。

Pink Walk 2015 was proud to have the presence of Mr. Clifford Hart (fourth from left), the Consul General of the United States of America in Hong Kong, Mrs. Yoon Mi Ki (third from right), wife of the Consul General of the Republic of Korea in Hong Kong, Mrs. Ihm Mi Jeung (second from right), chairperson of the Korean Women's Association of Hong Kong and Ms. Milie Kim (right), the association's consultant.

The Peak Garden Road was awash in a sea of pink on October 18 as participants of this year's Pink Walk for Breast Health made their strides along the 3.5km route round the Peak. More than 2,000 people took part in the annual signature walkathon - which is in its 11th year - in support of breast cancer patients and survivors and raising funds for HKBCF. Among the officiating guests at the event were Financial Secretary Mr. John Tsang and Mrs. Tsang, and Under Secretary for Food and Health, Professor Sophia Chan, as well as artists and celebrities.

The success of Pink Walk for Breast Health 2015 owes much to the generosity of our donors and the dedicated support of volunteers. From preparing gift packs, to handing out 3,000 bottles of water and bananas to runners and walkers, to managing crowds of excited participants, volunteers including the Scouts and corporate employees were indispensable in ensuring that the event would go off without a hitch. Kudos to all participants and supporters and see you all next year!





▲ 倫林堃先生與倫李蓬轉女士最踴躍參加團體獎得主摩根大通 (左圖)、凌速有限公司「粉」墨登場獎 (小童) 獎得主小 Genie 及中華電力有限公司最具創意情侶扮相獎得主韋玉珍醫生及 George Tang (右圖)。
The Mr Lun Lam-kwan & Mrs Lun Lee Pung-Chuen Highest Participation Award (Group) went to J.P. Morgan (left), while the In Express Limited Best Dressed Pink Award (Kids aged 10 or below) was presented to Genie Chan. Dr. Veronica Wai and Mr. George Tang took home the CLP Holdings Limited Most Creative Costume for Couples.

▲ 倫林堃先生與倫李蓬轉女士最踴躍參加團體獎同時亦頒予 PCC Asia。
PCC Asia was the other winner of the Mr Lun Lam-kwan & Mrs Lun Lee Pung-Chuen Highest Participation Award (Group).

大會在活動當日頒發多個獎項，嘉許有傑出表現的參加者：

A number of prizes were awarded on the day to reward participants for their efforts, including:

| 獎項 Award | 得獎者 Winner |
|---|--------------------------------------|
| 凌速有限公司「粉」墨登場獎 (個人) In Express Limited Best Dressed Pink Award (Individual) | Ms. Yeon Gyong Gwack |
| 凌速有限公司「粉」墨登場獎 (團體) In Express Limited Best Dressed Pink Award (Group) | American Women Association |
| 凌速有限公司「粉」墨登場獎 (寵物) In Express Limited Best Dressed Pink Award (Pet) | Mr. Kinson Lam and his doggie Donut |
| 凌速有限公司「粉」墨登場獎 (小童) In Express Limited Best Dressed Pink Award (Kids aged 10 or below) | Genie Chan |
| 中華電力有限公司最具創意情侶扮相獎 CLP Holdings Limited Most Creative Costume for Couples | Dr. Veronica Wai and Mr. George Tang |
| 公主郵輪最高籌款獎 (個人) Princess Cruises Top Fundraiser Award (Individual) | Ms. Hilda Tong |
| 公主郵輪最高籌款獎 (團體) Princess Cruises Top Fundraiser Award (Group) | Hong Kong Sanatorium & Hospital |
| 公主郵輪最高籌款獎 (學校) Princess Cruises Top Fundraiser Award (School) | ISF Academy |
| 倫林堃先生與倫李蓬轉女士 最踴躍參加團體獎 Mr Lun Lam-kwan & Mrs Lun Lee Pung-Chuen Highest Participation Award | JP Morgan |
| 倫林堃先生與倫李蓬轉女士 最踴躍參加團體獎 Mr Lun Lam-kwan & Mrs Lun Lee Pung-Chuen Highest Participation Award | PCC Asia |
| 連續三年最踴躍參加團體獎 Highest Participation Award for three consecutive years | Estée Lauder |

乳健任我行

Off Peak Pink Walk

乳健同行2015

PINK WALK FOR BREAST

香港乳癌基金會
HK Breast Cancer
Foundation

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▲「乳健任我行」大使、歌手麥潔文女士（右二）、基金會主席霍何綺華女士（左三）和一眾基金會大使合照。

In the photo are: Off Peak Pink Walk Ambassador and singer Ms. Mak Kit-man (second from right), HKBCF chairman Mrs. Eliza Fok (third from left) and HKBCF Breast Health Ambassadors.

今年基金會在傳統的乳健同行之外，增設「乳健任我行」項目，目的是要突破時間和空間的限制，吸引更多市民參與活動和籌得更多善款。只要參加者於十月內按自己時間安排在任何地方完成每3.5公里的路程，並使用計步器或手機應用程式記錄並提交步行證明給基金會，便可為我們籌得港幣三百元善款。基金會希望在最初的嘗試基礎上，進一步推廣此項活動，方便更多步行愛好者在全年合適的時候參與並支持，敬請大家關注。

HKBCF introduced Off Peak Pink Walk this year to break the physical limits of the Peak trail, thereby attract more participants and raise more funds. Participants walked or ran a minimum of 3.5km – whenever and wherever they wanted to do so during the month of October – and could raise at least HK\$300 for every 3.5km they completed. They were asked to capture in photos the distance they walked or ran on running apps on their smartphones and send us for record. We hope to promote this activity further to keen walkers for their participation and support throughout the year in due course. Stay tuned!



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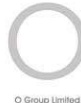
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◀ 香港雅詩蘭黛集團繼續舉辦「關注乳癌流動教室」粉紅卡車，於十月內用 21 天時間巡遊港九各區傳揚乳健訊息，並向基金會捐出港幣 80 萬元。

Estée Lauder Hong Kong once again organised the "Mobile Breast Health Education Classroom" initiative, which entailed a specially designed pink vehicle traveling across Hong Kong on a mission to promote breast health. The initiative, which took place for 21 days during October 2015, raised HK\$800,000 for HKBCF.

粉紅絲帶夥伴活動精華

Pink Ribbon Partners Event Highlights

基金會在 2008 年推出「粉紅絲帶夥伴」計劃，歡迎企業或團體洽談贊助或合作，構思不同點子，提升乳健意識及為香港乳癌基金會籌款，造福社群。這裡是部分十週年紀念「粉紅絲帶夥伴」的活動剪影：尚有「粉紅絲帶夥伴」活動仍在進行，我們將會在今後的基金會通訊中再為大家介紹。

Launched in 2008, our Pink Ribbon Partners Programme welcomes business corporations and organisations to plan and design activities and initiatives to arouse awareness of breast cancer, raise funds for HKBCF and contribute to the greater good of the community. We have captured here a few snapshots of Pink Ribbon Partners' events in 2015. More highlights will be introduced in future issues.



▲ 港區全國人大代表馬豪輝太太馬廖千睿擔任香港中華煤氣「粉紅滋補煮意」烹飪班導師，於10月20日及27日一連兩場教煮花膠及鮑魚，共50人參加，活動收益超過港幣15萬元。

Mrs. Elaine Ma, whose husband Ma Ho-fai is a Hong Kong deputy to the National People's Congress, took charge of the Towngas kitchen on October 20 and 27 as she demonstrated how to cook fish maw and abalone. The two cooking for charity events drew a total of 50 participants and raised more than HK\$150,000 for HKBCF.



▲ 基金會主席霍何綺華女士於10月15日獲高盛邀請作演講嘉賓，提高參與者對乳癌的認識。高盛承諾為基金會捐款，資助低收入婦女的乳癌篩查。

Goldman Sachs invited Mrs. Eliza Fok, chairman of HKBCF, as a guest speaker at Talks@GS on October 15 to speak about issues related to breast health. The company has pledged to fund our programme to provide free breast cancer screening services to low-income women.



▲ 由於反應熱烈，中電今年將一年一度的粉紅日延長至一星期，於11月2至6日邀請基金會舉辦乳房健康講座及組織員工籌款活動，合共籌得超過港幣50萬元。

Thanks to the enthusiasm of its employees, CLP Group decided to extend the duration of the Pink Day beyond a single day's experiences. As part of the initiative, which lasted from November 2 to November 6 this year, the company invited HKBCF to deliver seminars on breast health and help CLP staff organise fundraising activities. The initiative raised over HK\$500,000 for HKBCF.



▲ 瑞銀香港於10月23日舉辦健康推廣活動，基金會主席霍何綺華女士獲邀作演講嘉賓。基金會亦在同場舉行慈善義賣，義賣收益撥捐基金會。直至11月底，基金會已收到超過港幣5萬元捐款。

UBS Hong Kong organised a wellness fair on October 23, in which HKBCF chairman Mrs. Eliza Fok was invited as a guest speaker. HKBCF also held a charity sales during the event. The donation has reached over HK\$50,000 as of the end of November 2015.



▲ THINK PINK Art Auction 今年繼續支持基金會，於10月29日舉行藝術拍賣展，超過三十位充滿善心的藝術家捐出作品作拍賣，並捐款予本會支持宣揚乳癌健康訊息。直至11月底，基金會已收到超過港幣10萬元捐款。

THINK PINK Art Auction continued its support for HKBCF by hosting an auction on October 29. More than 30 artists with a big heart donated their artworks, supporting HKBCF and spreading the message of breast health. The amount of donation has exceeded HK\$100,000 as of the end of November 2015.

捐款表格 Donation Form

捐款給香港乳癌基金會，幫助有需要的乳癌患者，
過一個充滿意義的粉紅聖誕！

**Make this Christmas pink and meaningful by
giving to HKBCF and helping breast cancer
patients in need!**

☐ 我樂意參加月捐計劃 I would like to make a monthly donation

☐ 我樂意一次性捐助 I would like to make a one-off donation

月捐 / 一次捐款金額 Monthly/ One-off Donation Amount

☐ HK\$800 ☐ HK\$500 ☐ HK\$300 ☐ HK\$200 ☐ HK\$_____

捐款者資料 PERSONAL PARTICULARS

中文姓名 _____ (先生 Mr./ 女士 Ms.)

Surname _____ First Name _____ Middle Name _____

電話 Tel _____ 傳真 Fax _____

地址 Address _____

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If the name on the receipt is different from the above, please state:

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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. ☐ 銀行入數 Bank Deposit

請把善款直接存入香港乳癌基金會之匯豐銀行戶口：094-793650-838。請連同存款收據正本 / 自動櫃員機單據正本寄回。捐款者請保留收據副本。Please make a deposit into the Hong Kong Breast Cancer Foundation's bank account HSBC A/C: 094-793650-838, and send us the original bank payment slip/ ATM slip with this form. Please keep a photocopy of the slip for your own record..

3. ☐ 信用卡 Credit Card

☐ Visa Card ☐ Master Card

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捐款港幣 100 元以上可獲發免稅收據（稅局檔號：91/7226）。

Donation receipt will be issued for a donation of HK\$100 or above (IRD File No.: 91/7226).



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