

18 October 2009

Hong Kong Breast Cancer Foundation

Breast Cancer Awareness Walkathon 2009

The Peak turned 'Pink' with 800 Enthusiasts

October marks the international "Breast Cancer Awareness Month". In support of this worldwide educational event, the Hong Kong Breast Cancer Foundation (HKBCF) organized the annual "Breast Cancer Awareness Walkathon" today (18th Oct.) to increase public awareness of breast cancer, as well as raise funds to support the Foundation's public education activities, patient support services, free mammography service for underprivileged women, and the data collection for the "Hong Kong Breast Cancer Registry" which helps formulate more effective prevention, treatment and healthcare strategies on breast cancer.

To add fun to this year's event, three new awards were added – "**Best Dress Pink Award**" (individual or group with the most impressive 'pink' look); "**Top Fundraiser Award**"; and "**Highest Participation Rate Award**" (most persons in a group). All participants were encouraged to dress in pink to promote breast cancer awareness. The Peak turned 'pink' with hundreds of enthusiasts drawn by this event, together with Dr. Polly Cheung, Founder of HKBCF, Mrs. Joanna Choi, Chairman of HKBCF and Mrs. Theresa Kwong, Chairman of the Breast Cancer Awareness Walkathon 2009 Organizing Committee; also officiating guests Ms. Sophia Kao, Chairperson of Women's Commission; Dr. Gloria Tam, Deputy Director of Health; Dr. Leung Ka Lau, Member of Legislative Council (Medical) and Ms. Bernice Liu, Ambassador of HKBCF.

Mrs. Theresa Kwong said at the event, "All of us, not just healthcare providers, can play an active role in the fight against breast cancer by telling our friends and relatives or co-workers the importance of early detection. The involvement of participants in the Walk again not only provides financial resources, but their support and presence is the building block for all of us as we move forward in battling the disease."

The 5th Breast Cancer Awareness Walkathon was proudly sponsored by the following organizations (not in any particular order):

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For further information, participation, and support of the Hong Kong Breast Cancer Foundation, please visit our website www.hkbcf.org or by phone at 2525 6033.

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Hong Kong Breast Cancer Foundation (HKBCF), inaugurated in March 2005, is the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their supporters and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy. The missions of HKBCF are: raise public awareness of breast cancer and the importance of early detection; provide support for breast cancer patients on their road to recovery; support research and advocate for better breast cancer care and treatment in Hong Kong.