

Press Release

Elaine Ma's cookbook *Cooking with Elaine* Proceeds of sale to be donated to Hong Kong Breast Cancer Foundation

(26 July 2008, Hong Kong) Cantonese opera enthusiast and gourmet cook, Elaine Po-king Ma, today published her first-ever cookbook *Cooking with Elaine* following two long years of hard, dedicated work to pin down and share her best-hidden cooking secrets. Mrs. Elaine Ma attended a book launch and autograph-signing session today at the Hong Kong Book Fair. The debut of the book has another level heart-warming meaning – the book will be sold for charity with all sale proceeds going to the Hong Kong Breast Cancer Foundation for educational purpose and operational expenses.

‘They say the best cooking is done with love. Indeed in cooking I exude my love for life, family and friends as I explore on the way to perfection and better health. *Cooking with Elaine* is therefore a cookbook of love through which I share my culinary skills and experiences as well as pay tribute to my family. In particular, I would like to express my reminiscence to my mother-in-law who sadly passed away because of complications, after having been diagnosed with terminal stage breast cancer. In so sharing, I hope to encourage all to cherish life and health and to treasure our family and friends,’ said Elaine.

The charity sale for the Hong Kong Breast Cancer Foundation is also a contribution to the community and a call for all to lead a balanced life.

Cooking with Elaine is divided into five sections: “Appetizer,” “Main Course,” “On Health,” “Dessert” and “Chinese New Year Dish.” From designing recipes, purchasing ingredients, tasting, recording quantities of various ingredients, presentation of dishes to photo-taking, Elaine has been meticulous and was personally involved in every single aspect of the production of the book.

The launch of *Cooking with Elaine* and the autograph-signing session of Elaine Ma was held at the Hong Kong Book Fair today. The price of the book is HK\$128, and all proceeds will be donated to the Hong Kong Breast Cancer Foundation.

If you would like to learn more about, participate in or donate to the Hong Kong Breast Cancer Foundation, please visit our website at www.hkbcf.org, call 2525 6033 or e-mail us at info@hkbcf.org.

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About Hong Kong Breast Cancer Foundation (HKBCF)

Hong Kong Breast Cancer Foundation, 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 in Hong Kong.