

Press Release

Attn: Local News/ Health section Editors

MELODY OF SPRING CONCERT RAISED FUND TO SUPPORT 1,000 WOMEN IN NEED OF FREE MAMMOGRAPHY SCREENING

(4 April 2010- HONG KONG) The Hong Kong SAR Philharmonic Orchestra (SARPO) presented the “Melody of Spring” Charity Concert (春之樂韻善慈音樂會) on 4 April 2010, raising nearly HK\$800,000 for the Hong Kong Breast Cancer Foundation(HKBCF)’s mammography screening financial assistance programme. The fund is enough to support 1,000 more women on CSSA or meager income to have a mammogram for free.

The Concert, dedicated to the Spring, featured music including Tchaikovsky Romeo & Juliet Fantasy Overture, Strauss Rosenkavalier Suite and Beethoven Triple Concerto for violin, cello and piano, performed by SARPO with special guest soloists Margaret Lynn(who has herself experienced breast cancer), piano; Richard Bamping, cello and Xian Meng, violin. About 900 audience, through the vehicle of music, support the cause of fighting breast cancer.

Dr. Polly Cheung, Founder of the HKBCF said, “the cost of mammography screening services available in Hong Kong ranges from \$750 to over \$1,000, which is not affordable for many low-income people. We hope that the financial assistance programme will help disadvantaged women overcome the barriers to healthy living and guard against the threat of breast cancer. She said early detection not only saves lives, but also helps lessen the health care burden on the society.

Ms. Sophia Kao, Honorary Advisor of HKBCF and the Chairperson of Women’s Commission, said at the opening ceremony of the Concert, “the financial assistance programme enables women to access knowledge and resources so as to protect one’s health. That is an important way of empowering women.”

Mammographic screening has been proven to be capable of detecting breast cancer and reducing mortality rate by 20 to 30 per cent. In Hong Kong, the highest incidence rate is found among women aged 40-49. Hence HKBCF advocates women to start having a mammogram every two years at the age of 40 for early detection of breast cancer.

The financial assistance programme, since launch in September 2008, has supported 1,800 women to undergo breast screening, and three of them have detected breast cancer of stage 0, stage 2 and stage 3 respectively.

More information about :

Mammography Screening Financial Assistance Programme

www.hkbcf.org T: 2525 6033

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About HKBCF

Hong Kong Breast Cancer Foundation (HKBCF) is a non-profit organisation inaugurated in March 2005, committed to breast cancer education, patient support, research and advocacy. We work with women affected by breast cancer, healthcare professionals and other supporters to eliminate the threat of breast cancer. We also help patients reduce the physical and psychological harm of the disease, as well as advocate better prevention, detection and treatment of the disease.

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