

Press release

For immediate release

## PINK WALK AGAINST BREAST CANCER 2010

(HONG KONG – 31 Aug 2010) The Hong Kong Breast Cancer Foundation (the “HKBCF”) invites members of the public to join the Pink Walk against Breast Cancer 2010, which will be held on 3 October at the Peak. The event which kick starts the Breast Cancer Awareness Month, is aimed to raise awareness and HK\$2 million for the HKBCF’s work against breast cancer and supports to those affected by the disease.

This is the sixth breast cancer awareness walkathon organised by the HKBCF. In addition to the conventional 3.5 km course for walkers of all levels (The route starts and ends at the Peak Tower en route Lugard Road and Harlech Road), energetic walkers can choose a 8.5 km course, a new route that starts at the Peak Tower and leads through Lugard Road, Harlech Road (high West), Hong Kong Trail Stage 1, Pok Fu Lam Family Walk, Pok Fu Lam Reservoir Road and then back to the Peak Tower. Anyone who is interested may enroll online: [www.hkbcf.org/pinkwalk](http://www.hkbcf.org/pinkwalk). Enrolment deadline is 20 September 2010.

Pink Ribbon is an internationally recognised symbol of breast cancer awareness movement. Everyone who joins the Pink Walk against Breast Cancer 2010 is encouraged to wear pink to show their support of the cause. Participants dressed in pink may have a chance to win the Best Dressed Pink Award (two categories: Individual or Group). Judging criteria include overall attractiveness, creative use of fabric and accessories and the effectiveness of promoting breast cancer awareness. Walkers can also choose to enter the Top Fundraising Award and Highest Participation Award. On the event day, celebrities and VIP guests will be there to officiate the walk and present prizes to award winners. Participants will enjoy dance of unity, music, singing and games which all make it a healthy and pleasant morning.

In Hong Kong, one in every 20 women has a chance of developing breast cancer in her lifetime. Every day, 8 women were diagnosed with breast cancer and at least one was killed by the disease. The youngest patient is aged below 20. The Breast Cancer Facts 2008 Report showed that lack of exercise is the most common risk factor shared by those with breast cancer. Evidence has shown that exercise can reduce one’s risk of developing cancers. Let’s walk the walk and join the fight against breast cancer.

### **Thank You to the Sponsors of the Pink Walk against Breast Cancer 2001**

#### *Gold Sponsor*

Hang Lung Properties Limited  
HSBC Insurance (Asia-Pacific) Holdings Limited  
Dr. & Mrs. Patrick Tong  
Realway Investment Limited

#### *Silver Sponsor*

AstraZeneca Hong Kong Limited  
Bonjour Holdings Limited  
Diagnostix Group  
Esquel Group  
iRad Medical Diagnostic Centre  
Mary Kay (Hong Kong) Limited  
Novartis Pharmaceuticals (HK) Limited  
Pfizer Corporation Hong Kong Ltd  
Sa Sa International Holdings Ltd  
sanofi-aventis HK Ltd  
Tai Hung Fai Enterprise Co., Ltd.  
Wacoal HK Co. Ltd

#### *Supporting Organisation*

Baby-Kingdom.com Limited  
Bubba Gump Hong Kong Ltd  
Chung Yung Cycle Co  
Edible Arrangements Hong Kong  
Jackson Coach Hire Service Limited  
Mannings  
PARKnSHOP  
The Peak Tower Limited

\*\*\*End \*\*\*

#### **About Hong Kong Breast Cancer Foundation [www.hkbcf.org](http://www.hkbcf.org)**

Hong Kong Breast Cancer Foundation (HKBCF) is non-profit charitable organisation inaugurated on 8 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, diagnosis and treatment of the disease.

#### **For media enquiries, please contact :**

Fiona Shek T: (852) 2525 6033/ 9103 7177 F: (852) 2525 6233

Email: [fionashek@hkbcf.org](mailto:fionashek@hkbcf.org)