

For immediate release

PINK WALK AGAINST BREAST CANCER 2010

[October 3, 2010 - Hong Kong] The Hong Kong Breast Cancer Foundation (the “HKBCF”) marked the start of international breast cancer awareness month today with record turnout for its “Pink Walk Against Breast Cancer 2010.”. More than 1,300 supporters joined the sixth annual walkathon at the Peak to help raise breast cancer awareness. The event raised more than HK\$1.3 million to support the HKBCF’s work against the threat of breast cancer in our community.

The Guests-of-Honor, Dr. Gloria Tam, Deputy Director of Health (Department of Health, HKSAR), Dr. Hon Leung Ka Lau, member of Legislative Council (medical) and fencing athlete Ms. Connie Ho, joined Ms. Candy Lo and Ms. Eva Lai of Yan Mei (Miss Asia) Association and the candidates of Miss Asia Pageant 2010 to support the cause.

Mrs. Theresa Kwong, Chairman of the Walk’s Organising Committee said the message of the Pink Walk is that every participant makes a difference.

“We are here to raise funds, but more importantly to remember those who have been afflicted by breast cancer and to help those who will be afflicted,” she said. “As one metastatic cancer survivor expressed it, ‘Help for today, Hope for tomorrow’. Because you are here, “you” are the help for today and “you” are all part of our hope for tomorrow.”

“We cannot prevent breast cancer at this moment, however, we can be aware of this disease and be empowered to act and treat it at its earliest stages. It is with your continuous support that we are able to spread the awareness of breast health and breast cancer,” she said.

This year’s walk had 400 more participants than last year’s and featured two routes. The new route started at the Peak Tower leading through Luard Road, Harlech Road and High West, Stage 1 of the Hong Kong Trail, the Pok Fu Lam Family Walk, to Pok Fu Lam Reservoir Road and back to the Peak Tower. The original 3.5 kilometer route followed Luard Road around Victoria Peak

For more fun, the walk organiser established six awards for participants to enter this year. Results of other awards are as follows:

Award	Winner	Result
Best Dressed Pink Award (Individual)	Rosemarie Kriesel	
Best Dressed Pink Award (Group)	Dragon Abreast Hong Kong	
Top Individual Fundraiser Award*	Ms. Chow Siu Kwan	\$13,180
Top Group Fundraiser Award*	Estee Lauder Companies	\$52,655
Top Family Fundraiser Award*	Ko Law Mamie & Family	\$5,800
Highest Participation Award (Group)**	Estee Lauder Companies	107 people

* Based on walkers submitting the highest fundraising amounts by 24 September 2010.

**Based on the number of walkers enrolled by 20 September 2010

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. HKBCF

works with all affected by breast cancer, healthcare professionals and other supporters striving to eliminate the threat of breast cancer. HKBCF programs raise public awareness about breast health, help patients reduce the physical and psychological effects of breast cancer and its treatment, and advocate better prevention, detection, diagnosis and treatment.

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