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Local News/Entertainment News Assignment Editor

More than 1,600 Supporters and Survivors pledged to fight breast cancer in Sea of Pink

(Hong Kong, 9 October 2011) Pink Walk against Breast Cancer 2011, the seventh annual walkathon of the Hong Kong Breast Cancer Foundation (HKBCF) was held at the Peak today, bringing together more than 1,600 participants dressed in pink to raise more than HK\$2 million and awareness about breast cancer.

October is chosen as Breast Cancer Awareness Month worldwide, but at the HKBCF, every month is breast cancer awareness month. At the kick-off ceremony, **Mrs. Eliza Fok**, Chairman of the Hong Kong Breast Cancer Foundation urged all women to take action to protect themselves from breast cancer – developing a habit of doing physical exercise and breast screening. “According to the latest breast cancer facts report compiled by the HKBCF, the size of tumour detected through screening was 50 per cent smaller than those detected by patients themselves by chance. It is evident that breast screening helps detect breast cancer early and thus reduce sufferings for patients. This is the reason why the HKBCF advises women aged 40 and above, the group at higher risk of developing breast cancer, to perform 3-step breast screening on a regular basis.”

Mrs. Rita Fan, Honorary President of the HKBCF called on the Hong Kong SAR Government to look into the needs and feasibility of a territory-wide breast cancer screening programme. “Hong Kong lags behind Singapore, Japan, Mainland and Taiwan in respect of breast cancer detection. As a breast cancer survivor, I understand the hardship brought by breast cancer treatment and how early detection could reduce sufferings for patients, so I encourage all women to take regular screening. I anticipate the HKBCF’s Breast Health Centre to play an integral role in raising awareness and breast screening rate among local women.” Since its launch in May 2011, 1,600 women were screened at the centre; of them 15 were diagnosed with breast cancer.

Walkers, their families and friends were invited to make appointments for breast screening at the Breast Health Centre counter. The centre also supports 5,000 women, who couldn’t otherwise afford it through a programme funded by the Hong Kong Jockey Club Charities Trust, to perform breast screening.

The Pink Walk was kick started by officiating guests including Mrs. Rita Fan, Mr. Anthony Wu, Chairman of Hospital Authority, Dr. Donald Li, Steward, The Hong Kong Jockey Club, Mr. Charles Yang, Chairman, Admissions, Budgets & Allocations Committee, Community Chest of Hong Kong, Mr. Douglas So, Executive Director, Charities, The Hong Kong Jockey Club and more. Among the guests at the ceremony is **Ms. Bernice Liu**, Ambassador of the HKBCF. “Young women should not overlook breast cancer risk. It’s important to have regular breast self-examination monthly and a clinical examination once or twice a year to detect unusual changes, if any. Breast cancer might have developed into late stage when it can be felt or seen.”

Ms. Hilary Tsui and **Ms. Nancy Sit** also joined the event appealing to women to take a step forward for breast health by building a habit of breast screening and exercise. The event presented a number of awards:

<i>Award</i>	<i>Winner</i>	<i>Result</i>
Best Dressed Pink (Individual)	Teresa Lai	
Best Dressed Pink (Group)	Curves Fitness Centre for Women, Discovery Bay	
Best Dressed Pink (Kids)	Gabrielle Tam	
Best Dressed Pink (Pets)	Michele (Owner)	
Top Fundraising (Individual)	Countess Elizabeth Von Pfeil	\$20,000
Top Fundraising (School)	German Swiss International School	\$19,000
Top Fundraising (Organisation)	The Hong Kong Sanatorium & Hospital	\$200,000
The Highest Participation	Estee Lauder Group	154 pax

All results are counted as of 5 pm 30 September 2011

“Every step we took in the walk is to help someone in need.” **Ms. Amy Yang**, Chair of the event organising committee, thanked all individuals and organisations that supported the event in various ways. Among corporate teams in the walk are Estee Lauder Group, Mary Kay (HK) Limited, Esquel Group, Cartier, the Hong Kong Sanatorium & Hospital, Metro Broadcast and Andy Lau Fan Club participated as big teams; each has more than 40 members. Donations are still being accepted for the Pink Walk until 12 October.

In Hong Kong, one in 21 women has a chance of developing breast cancer in her lifetime. Every day 7 women are diagnosed and at least one dies from the disease. Sixty per cent of the breast cancer cases in Hong Kong are on women aged 40 or above while the youngest patient is under 20.

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About Pink Walk against Breast Cancer

The Pink Walk Against Breast Cancer is an annual event of the Hong Kong Breast Cancer Foundation that promotes regular exercise to reduce breast cancer risk and raises funds. This is the seventh Walkathon held at the Peak where participants enjoy performance and games in addition to the walk. Everyone has a personal reason for participating in the Pink Walk but all are encouraged to dress in pink to show the unity for one purpose – to make a difference in the fight against breast cancer.

Since its launch in 2005, the Pink Walk has raised nearly HK\$8.4 through the enthusiastic support of more than 5,100 participating women and men, including hundreds of HKBCF members and supporters. The money raised is used to advance breast health education, access to breast screening and diagnosis, patient support, and better understanding of local breast cancer facts.

For more information, please visit the event website: www.hkbcf.org/pinkwalk

About Hong Kong Breast Cancer Foundation

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to eliminating the threat of breast cancer to the local community through education, support, research and advocacy. Its missions include: to educate the public about breast cancer and promote early detection; to support breast cancer patients on their road to recovery; to advocate better breast cancer care in Hong Kong.

www.hkbcf.org

Photo:



Mrs. Rita Fan, Honorary President of HKBCF, Mrs. Eliza Fok, Chairman of HKBCF and officiating guests led the action against breast cancer threat in the sea of pink.



Melody in Mind, a HKBCF chorus comprised of breast cancer survivors, sings for breast cancer awareness. The chorus is directed by Ms. Olivia Chow, a veteran singer and vocal teacher.



HKBCF Ambassador Bernice Liu presented Best Dressed Pink Kids award to the winner.



Hilary Tsui (2nd from right) and Nancy Sit (3rd from right) also joined in support of the cause



Walkers Dressed from head to toe in pink to join the fun

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