

To Local News Editor / Assignment Editors
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SUPPORT BREAST HEALTH FOR ALL

HONG KONG BREAST CANCER FOUNDATION – “A SIMPLE LIFE” CHARITY MOVIE SCREENING

(HONG KONG . 12 Mar) Hong Kong Breast Cancer Foundation (HKBCF) hosted a charity screening of the acclaimed movie *“A Simple Life”* at UA CityPlaza Taikoo Shing tonight. Over a thousand supporters came for the event and helped to raise breast health awareness in Hong Kong. The funds raised will be used to support the works in breast health education, patient support services and local breast cancer data research.

Protecting Women from Threat of Breast Cancer

Mrs. Eliza Fok, Chairman of the Foundation said the care and love found in the master-servant relationship in the movie reflects the same spirit as our support services to the breast cancer patients. It is the same dedication that the Foundation strives to promote regular breast cancer screening among women in Hong Kong.

Officiating guest Ms. Chan Yuen Han, the honorary advisor of HKBCF, shared that many grassroots women, like Tao Tse in the movie, work for long hours and pay little attention to their own health conditions. According to the [Breast Cancer Facts in Hong Kong Report No. 3], patients living in districts such as Kwun Tong, Wong Tai Sin and Sham Shui Po and those who are blue collar workers exhibited lower breast cancer screening rates and higher rates of advanced stage cases. Chan encouraged women in-need to make good use of the screening subsidies offered by HKBCF. She also hoped that the Government will allocate more resources to strengthen the cancer screening and healthcare services for lower-income women.

The Breast Health Centre of The Hong Kong Breast Cancer Foundation provides breast health education and affordable breast cancer screening service. Its set-up and the first 3 years of operation are funded by Hong Kong Jockey Club Charities Trust. So far, more than 4,000 people had screened for breast cancer at the Centre and 62 were diagnosed with breast cancer and had received early treatment.

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 and research & advocacy. Our mission is to educate the public about breast cancer and promote early detection; to support breast cancer patients on their road to recovery and to advocate better breast cancer care in Hong Kong.

www.hkbcf.org



Ms. Brenda Chow, Dr Polly Cheung, Ms. Chan Yuen Han, Ms Deanie Ip, Ms. Bernice Liu, Mr. Charles Yang and Mrs. Eliza Fok officiated at the ceremony that calls for support to breast health through the fundraising movie show.



Ms. Deanie Ip encourages women to start regular breast cancer screening at the age of 40.



Mrs. Koder, principal sponsor of the event, received a certificate of appreciation from Ms. Chan Yuen Han.