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Press release and photos

## **1,700 Supporters and Survivors Walking for Breast Health**

(Hong Kong – 28 Oct 2012) In honour of the Breast Cancer Awareness month, the Hong Kong Breast Cancer Foundation (HKBCF) held its eighth annual walkathon **“Pink Walk for Breast Health 2012”** at the Peak today. The walk brought 1,700 women and men, almost all dressed in pink, to raise funds and to promote awareness of breast health whilst engaging in physical exercise so vital to maintaining wellbeing.

**Mrs Eliza Fok**, Chairman of the HKBCF, said at the kick-off ceremony, “Breast cancer is the number one female cancer in Hong Kong, and women should remain vigilant and take preventive actions against the disease. According to Hong Kong Breast Cancer Registry Report No. 4, the common risk factors among local breast cancer patients include insufficient exercise (less than 3 hours a week), high level of stress and excessive bodyweight. The key to breast health lies in adopting a healthier lifestyle and attending regular breast screenings for early detection.” Mrs Fok also called upon breast cancer patients and their families to seek professional support from the HKBCF.

Officiating at the ceremony, **Mrs Regina Leung**, Wife of the Chief Executive of the HKSAR, revealed that she accepted the invitation to be Honorary Patron of the HKBCF as she would like to join efforts in promoting breast health. “I urge all to support the vision of HKBCF. Together, let’s build a happier and healthier community.”

**Dr Ko Wing-man**, Secretary for Food and Health of the HKSAR, and HKBCF Honorary Patron, spoke at the kick-off ceremony. “the incidence of breast cancer is increasing in Hong Kong ; 1 in every 19 women may get breast cancer in her lifetime. He reminded women of being Breast Aware and early detection of breast cancer saves lives. Many have been striving to promote the prevention of breast cancer by way of education, patient support and research. The Foundation is indeed one of the pioneers.”

Celebrities **Ms Nancy Sit** and **Ms Bernice Liu** also attended the event, appealing to women to take a stand for breast health and to develop a habit of regular breast screening and physical exercise.

Among various corporate supporters of the walk are Cartier, Estee Lauder Group, The Hong Kong Sanatorium & Hospital and A.S. Watson Group; some containing teams of over 100 participants. HKBCF’s Pink Ribbon Partners, including CLP, Watsons and Movement Improvement have organised innovative fundraising events to support the walkathon.

HKBCF Breast Health Centre (BHC)'s marketing campaign has been awarded the Silver Prize and Citation for Outstanding Small Budget Campaign of the HKMA/TVB Award for Marketing Excellence 2012. HKBCF is the first-ever NGO to win the top prize. Mrs Fok said that the award is an endorsement of the foundation's creative approach to promoting breast cancer screening with limited resources.

Since inauguration in May last year, over 7,000 people were screened at the BHC, 117 of which were diagnosed with breast cancer. The detection rate of 1.6% was threefold of that of countries with population-based breast screening (average detection rate is 0.5%). At the Pink Walk this year, the BHC set up a booth to promote breast screening and receive bookings. Eligible women in financial needs will have the fee waived through a programme funded by the Hong Kong Jockey Club Charities Trust.

The event presented a number of awards:

<i>Award</i>	<i>Winner</i>	<i>Result</i>
Top Fundraising (Individual)	Ms Olivia Chow Siu Kwan	\$ 18,280
Top Fundraising (School)	German Swiss International School	\$ 28,200
Top Fundraising (Organisation)	The Hong Kong Sanatorium & Hospital	\$200,000
The Highest Participation	Estee Lauder Group	170 pax

*\*All results are counted as of 5 pm 21 October 2012*

-End-

### **Pink Walk for Breast Health 2012**

The Pink Walk for Breast Health is an annual event of the Hong Kong Breast Cancer Foundation that raises both breast health awareness and funds. This is the 8<sup>th</sup> walkathon held at the Peak where participants enjoy performance and games in addition to the walk. 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 million through the enthusiastic support of more than 7,000 participants. The money raised is used to advance breast health education and patient support service, to promote breast screening and to gauge local breast cancer facts.

*For more information, please visit the event website: [www.hkbcf.org/pinkwalk](http://www.hkbcf.org/pinkwalk)*



Dr Polly Cheung(Founder) and Mrs Eliza Fok(Chairman), along with honorary patrons Mrs Regina Leung (centre) and Dr Ko Wing-man(4<sup>th</sup> from left), Professor Peggy Lam( HKBCF Honorary Advisor), Mr Edward Cheung(The Community Chest of Hong Kong), Ms. Bernice Liu( HKBCF Ambassador), Ms Nancy Sit(Star of Pink Walk 2012) and Ms Bianca Ma, Managing Director of Metro Broadcast at the officiating ceremony.



Melody in Mind, survivors-formed chorus performed singing at the kick off ceremony.





*Bernice Liu presented souvenir to Best Dressed Pink Kid of the year.*



*All walkers get a special souvenir of pink bottled water*

## **ACKNOWLEDGEMENTS:**

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