



Attention: Hong Kong Local News/Medical News Director and Editor
Press Release and Images
For Immediate Release

Hong Kong SAR Chief Executive's Wife, Mrs Regina Leung, and Secretary of Food and Health

Dr Ko Wing-Man support breast cancer awareness

Deanie Ip sings her support for Hong Kong Breast Cancer Foundation

(Hong Kong, 11th March, 2012) This year's International Women's Day is also the 8th anniversary of the Hong Kong Breast Cancer Foundation ("HKBCF"). Following the successful charity screening in March 2012 of the movie "A Simple Life", featuring Deanie Ip, this year Deanie Ip and SunLife Financial set aside a portion of the premium seats on the opening night of the "Deanie Sing For Me Concert 2013" for the HKBCF's charity fundraising. Funds raised will be used to support our work in breast health education, patient support services and local breast cancer research.

The HKBCF is honored to have Deanie Ip's continuous support in the fight against breast cancer. Deanie Ip has supported the HKBCF for two consecutive years, saying "Breast cancer is the leading cancer affecting women in Hong Kong. As a woman, I feel it is important and meaningful to promote breast health awareness to everyone." In fact, Deanie's words and actions inspiring the audience to show mutual care and love, find the strength to face challenges and strive to be the best that one can be very much echo the work of the HKBCF in supporting its clients and members.

During the concert on 8th March, Deanie Ip encouraged the audience to maintain good health and exercise regularly, even suggesting they use her tap dance moves. Her appeal echoes the findings in the HKBCF's Hong Kong Breast Cancer Registry Report No. 4, that lack of physical exercise is the leading risk factor in developing breast cancer.

HKBCF's charity fundraising for tickets to this concert received widespread support. The wife of the Hong Kong SAR Chief Executive, Mrs. Regina Leung and the Secretary of Food and Health, Mr. Ko Wing-Man attended the concert as honorary patrons of the HKBCF. Their presence helps advocate the breast health awareness message. Hundreds of concert-goers wore the pink scarf as a declaration of their support of the HKBCF.

The HKBCF is actively promoting their breast screening services through their Breast Health Centre. Screening fees are waived for eligible low income persons, ensuring the service is

accessible by all. It is recommended that women should begin routine breast health examinations as soon as they reach the age of 40 in order to maximize the chances of early detection and treatment, should breast cancer develop.

The Hong Kong Jockey Club Charities Trust has provided the HKBCF Breast Health Centre's operation costs for the first three years. In the first 22 months of service, more than 9,000 people received screening service at the Breast Health Center. Of those being screened, 156 were diagnosed with breast cancer and received early treatment.

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Hong Kong Breast Cancer Foundation

www.hkbcf.org

The Hong Kong Breast Cancer Foundation was set up on 8th March 2005, as a non-profit charitable organization 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.

Photo captions:



Honorary Patrons of the HKBCF Mrs Regina Leung (third from left), the Wife of the Chief Executive and Dr Ko Wing-man (second from right), Secretary for Food and Health, supported the event to spread the message of breast health.



Mrs Eliza Fok, Chairman of HKBCF and Ms Deanie Ip



Everyone in the coliseum following Deanie's tap dance.

(From left to right) Professor Peggy Lam (HKBCF Honorary Advisor), Ms Brenda Chow (HKBCF Vice-Chairman), Mrs Sandra Mak (HKBCF Vice-Chairman), Mrs Eliza Fok (HKBCF Chairman), Dr Polly Cheung (Founder), Mrs Regina Leung (Honorary Patron), Mrs and Dr Ko Wing-man (Honorary Patron)