

FOR IMMEDIATE RELEASE

To: Editor, General News/Medical/Supplement

**“Charity Concert for Hong Kong Breast Cancer Foundation”
presented by SAR Philharmonic, featuring Steinway Artist, Dr Uriel Tsachor**

(HONG KONG - 24 June 2013) The Hong Kong Breast Cancer Foundation (HKBCF) last night hosted a fundraising charity concert at the Hong Kong Cultural Centre.

Presented by the SAR Philharmonic, the concert featured world renowned U.S. concert pianist and “Steinway Artist” Dr Uriel Tsachor, also the winner of major competitions including the Queen Elisabeth and Busoni. Concert goers enjoyed an evening of classical music masterpieces from composers Beethoven, Mendelssohn and Brahms performed with talent, passion and technical excellence.

The **“Charity Concert for Hong Kong Breast Cancer Foundation”** is the third collaboration between the SAR Philharmonic and the HKBCF to raise funds towards the latter’s continued mission to eliminate the threat of breast cancer within the local community, as well as raising awareness of the threat of breast cancer in Hong Kong.

The HKBCF is dedicated to providing much needed services to educate women within the community on the life-saving significance of early detection of breast cancer, provide screening services to facilitate breast cancer detection and support services to help those who are diagnosed.

Since 2005 the HKBCF has reached out to more than 35,000 members of the community through educational talks and workshops, provided screening services to more than 10,000 clients – including 4,500 women from low-income families that received the service free of charge – and supported close to 3,000 women with breast cancer through their individual and family counseling, pre-and post- treatment counseling and post surgery health and exercise classes.

In her welcome speech at last night’s concert, **HKBCF Founder Dr Polly Cheung** referred to the recent news of Hollywood actress Angelina Jolie’s preventative double mastectomy and its impact on raising attention and awareness of breast cancer issues in Hong Kong. Dr Cheung reminded the audience that more than 95% of breast cancer cases are not related to genetic disposition.

“It is pivotally important for women to appreciate that early detection of breast cancer saves lives. We must consider regular breast screening. It is for this reason that HKBCF became the first to offer free mammography screening in substantial numbers to low income women who are often ignorant of its benefit and who can’t afford it.”

The HKBCF’s Breast Health Centre provides breast screening services and education to the local community, including low-income women who can access the service free of charge.

The Breast Health Centre's establishment and funding for the first three years of operation is sponsored by the Hong Kong Jockey Club Charities Trust. Within the first 24 months of operation, over 10,000 clients have undergone breast screening with 178 subsequently diagnosed with breast cancer. Regular breast screening is recommended for women aged 40 and above to ensure early detection if breast cancer should strike.

The success of the ***“Charity Concert for Hong Kong Breast Cancer Foundation”*** was evident through the applause and support of the audience which included individual and corporate donors, supporters, volunteers and friends of the HKBCF. The funds raised from the charity concert will be used to support the three key service areas of the HKBCF to benefit the local community.

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Hong Kong Breast Cancer Foundation (HKBCF)

The HKBCF, founded on 8 March 2005, is a non-profit charitable organization dedicated to eliminating the threat of breast cancer to the local community through education, support, research and advocacy. The HKBCF has performed breast cancer screening on over 10,000 women and collects data from over 10,000 breast cancer patients to inform, shape and advocate breast health awareness in Hong Kong. www.hkbcf.org

Photo:



The founder of HKBCF Dr. Polly Cheung gave the welcoming speech to encourage the importance of regular breast screening in Hong Kong.



Dr. Uriel Tsachor and SAR Philharmonic Orchestra's wonderful performance was followed by a burst of applause.



Charity Concert for Hong Kong Breast Cancer Foundation gained the great support from the council members of HKBCF, (from left to right) Ms Mabel Tsui, Ms Brenda Chow (HKBCF Vice-Chairman), Dr Polly Cheung (Founder), Mrs Eliza Fok (HKBCF Chairman), Ms Margaret Poon and Dr Hung Wai Ka.

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