



FOR IMMEDIATE RELEASE

To: Editor, General News/Medical/Culture/Supplement

**Celebrating new book launch at Hong Kong Book Fair
Dr Polly Cheung on her journey with breast cancer patients**

(HONG KONG – 19 July 2013) Dr Polly Cheung, Founder of the Hong Kong Breast Cancer Foundation (HKBCF) attended the Hong Kong Book Fair earlier today for the official launch of her first, new book “乳妳同行”, a collection of doctor-patient experiences providing glimpses of her journey charted over decades with patients. Dr Cheung has dedicated the rights of her first, new book “乳妳同行” to the HKBCF so that all funds generated from sales will be contributed to the operational costs of the organization to support its ongoing efforts to educate the Hong Kong public on the importance of breast health.

Speaking with the audience at the book launch today, **Dr Cheung** expressed deep gratitude to her patients for their trust over the years. It is this trust which has enabled her to accompany them on their individual and often tortuous breast cancer journeys, which in turn provided Dr Cheung with the opportunities to accumulate valuable experience in the treatment of breast cancer.

“As a medical professional I attach great emphasis in total patient care. Apart from providing medical treatment, it is also important to provide informational, paramedical and supportive care, which is the reason why I established the HKBCF, to provide extended cancer care to patients in Hong Kong. Breast cancer continues to be the No.1 cancer affecting women in Hong Kong. However, if detected early, breast cancer needs not be feared. I hope my book will empower readers by providing them with more knowledge of breast cancer. Through the book I hope also to highlight the importance of the psychosocial support and services offered by HKBCF to those in need.”

Today’s event was supported by **HKBCF Chairman Mrs Eliza Fok**, together with members and the HKBCF Council, as well as members of the public. As Dr Cheung answered the numerous questions about breast health and breast cancer from a positive and curious audience, she also autographed copies of a limited edition of “乳妳同行” which are available for sale.

The inquisitive audience at today’s event is a recognition and reflection that HKBCF’s efforts in promoting breast health education are taking root in the local community. HKBCF’s Breast Health Centre, launched in May 2011, has already provided breast screening services to more than 10,000 women, whilst its community outreach education programmes have been attended by over 31,000 people.



“乳妳同行” is jointly published in Chinese by the HKBCF and the Next Publishing and is a collection of over 70 articles personally penned by Dr Polly Cheung and were previously published as a series of weekly columns in a local Chinese newspaper. Her experience as a doctor has enabled her to share the experience of celebrating many patients’ highs and supporting them through the lows.

The ebbs and flows of these journeys have been captured in these articles, through which Dr Cheung provides the latest insights and information on the causes and risk factors of breast cancer, treatment methods, latest developments in the field of breast reconstructive surgery and BRCA breast cancer gene testing.

“乳妳同行” is retailed at HK\$68 per copy and is available through major bookstores in Hong Kong.

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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 is registered with the Hong Kong Inland Revenue Department (Ref no. 91/7226). www.hkbcf.org

Photo:



Dr Polly Cheung, Founder of the Hong Kong Breast Cancer Foundation (HKBCF) attended the Hong Kong Book Fair earlier today for the official launch of her first, new book “乳妳同行”.



HKBCF Chairman Mrs Eliza Fok presented the floral bouquet to Dr Polly Cheung.



Dr Polly Cheung signed the book for the reader.



(From left to right) Mrs Joanna Choi (HKBCF Past Chairman), Ms Brenda Chow (HKBCF Vice-Chairman), Dr Polly Cheung (Founder), Mrs Eliza Fok (HKBCF Chairman) and Mrs Mary Hemrajani (HKBCF Vice-Chairman) spread the message of breast health during the event.



Dr Polly Cheung answered the numerous questions about breast health and breast cancer from a positive and curious audience.

For media enquiries, please contact:

Hong Kong Breast Cancer Foundation

Communications Officer

Kennix Au-Yeung

T: (852)31437312 F: (852) 2525 6233

Email: kennixauyeung@hkbcf.org