

Press Release

Hong Kong Breast Cancer Foundation – Breast Cancer Awareness Walkathon 2008 Celebrities and community members joined hands to promote breast cancer health education

(26 October 2008 – Hong Kong) October of every year is international month of breast cancer awareness, when the medical profession and related organisations take this opportunity to raise public awareness of breast cancer as well as the importance of regular check-up for early detection. Hong Kong Breast Cancer Foundation (HKBCF) has been dedicating to advocating knowledge in breast cancer, and fostering prevention and early detection. HKBCF held its 4th Breast Cancer Awareness Walkathon at The Peak Road today, which aims to raise fund whilst bringing accurate breast health information to the public.

Prior to the walk, the following guests officiated at the kick-off ceremony: Dr. York Y. N. Chow, Secretary for Food and Health; Dr. Gloria Tam, Deputy Director of Health; Dr. Andrew Luk, Chairman of the event's title sponsor, Ferrari Owner's Club; Miss Bernice Liu, actress and ambassador of the HKBCF; Dr. Polly Cheung, Founder of the HKBCF; and Mrs. Joanna Choi, Chairman of the HKBCF.

“Although the HKBCF has been in operation for only three years, with the active participation of our volunteers and breast cancer survivors, we have been able to provide support to breast cancer patients, and published various educational materials and held educational talks. Last year, with the encouragement of Dr. York Chow, we established the Hong Kong's first-ever breast cancer registry to collect and analyse data of local breast cancer cases, with the objective of identifying and advocating better treatments and care. Further, we launched the Free Mammogram Service this past September, which will provide free screening sessions to Hong Kong females aged 40 to 59 who are Comprehensive Social Security Assistance (CSSA) recipients, who have never received mammography, and preference will be given to those who

have a family history of breast cancer. We will continue on with and strive to accomplish our mission, and look forward to your support,” said Dr. Polly Cheung, Founder of the HKBCF.

“Data show that breast cancer is no longer a disease for middle-aged women alone - even young women may get the disease. Therefore, we are very pleased and honoured to have Miss Bernice Liu as our ambassador to promote breast cancer education together with us. With her fame and power of influence, we would like to raise the awareness of women who are as young, energetic and healthy as Miss Liu, so that they will pay more attention to their own breast health,” said Mrs. Joanna Choi, Chairman of HKBCF. “This year, the Breast Cancer Awareness Walkathon has gained overwhelming support by community members and many commercial enterprises. Special thanks go to Ferrari Owner’s Club which is our title sponsor. Through the Walkathon, we want to reach out to the public and educate them on breast cancer health besides raising fund for the Foundation.”

The 4th Breast Cancer Awareness Walkathon was proudly supported/sponsored by the following public and private organisations (not in any particular order):

- Standard Chartered Bank (Hong Kong) Limited
- A-World Consulting Limited
- Café Deco
- Wyeth (H.K.) Limited
- iASPEC Services Limited
- Vitasoy International Holdings Limited
- AstraZeneca Hong Kong Limited
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- Roche Hong Kong Limited
- Pfizer Corporation Hong Kong Limited
- Mannings
- Winwell Printing Company Limited
- Delifrance (HK) Limited
- Actex Textiles Limited
- The Peak Galleria
- St. John Ambulance Brigade, Hong Kong
- Hong Kong Adventure Corps

If you would like to learn more about the HKBCF, to participate or to donate, please visit our website at www.hkbcf.org or call us at 2525 6033.

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Hong Kong Breast Cancer Foundation

Hong Kong Breast Cancer Foundation (HKBCF) is a charitable organisation inaugurated in March 2005. As a non-government funded organisation, we are the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their families and supporters, and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy. The missions of HKBCF are to raise public awareness of breast cancer and breast health, promote breast cancer education, and advocate the importance of early detection of the disease; provide assistance to breast cancer patients on their road to recovery; and support breast cancer-related research and advocate for better breast cancer care in Hong Kong.