

Media Release

19 October 2014

Celebrating 10th Pink Walk for Breast Health, HKBCF breaks new ground both in its outreach and funds raised

The Hong Kong Breast Cancer Foundation (HKBCF) hosted its 10th Pink Walk for Breast Health on the Peak today, attracting close to 2,000 participants and raising a record breaking amount for its services to the community.

“The 10th Pink Walk for Breast Health is a milestone for HKBCF. I am especially pleased and proud to see breakthroughs in two aspects of our activities. First, in terms of visibility and reach, we have set a new frontier – we have risen above the constraint of the Peak and today’s walk as we have successfully enlisted the support of a wide range of corporations offering us multiple platforms across Hong Kong to spread breast health educational messages,” said **Mrs Fok, Chairman of the HKBCF**.

“In October we began broadcasting our award-winning “Three Steps to Breast Health” video promoting regular breast screening in key shopping areas in Causeway Bay, Tsim Sha Tsui and beyond. In addition, thanks to the kindness of a bus company, we are able to promote breast health messages via bus advertising helping us to touch a wide audience throughout the territory. All of these have been made possible by the generosity of our sponsors, to whom I wish to express our deepest gratitude,” Mrs Fok continued.

“In terms of funds raised, we have also set a new record. Bolstering the funds raised by our Pink Walk are the efforts of our Pink Walk Partners who, throughout the month of October, are hosting their own corporate pink charity initiatives to raise funds in support of the HKBCF,” adds Mrs Fok.

Funds raised through the Pink Walk and Pink Walk Partners, some who have been supporting HKBCF continuously in the past years, will be used to support HKBCF’s ongoing services (full list of sponsors and Pink Walk Partners at Appendix 1). To date, the **Breast Health Centre** of HKBCF has provided breast health education to

more than 41,000 members of the public, and breast screening services to close to 18,000 women, more than 7,000 of whom with financial needs were offered the screening service free. Additionally, the **Breast Cancer Support Centre** has registered more than 57,000 attendances for support services benefiting breast cancer patients, survivors and their families. Donations are also allocated to HKBCF's **Breast Cancer Registry** for researches to support the advocacy for better understanding, prevention and treatment of breast cancer in Hong Kong.

Breast cancer remains the number one cause of cancer deaths in women in Hong Kong with an average of one woman dying of the disease each day and nine women being diagnosed. Currently, one in 17 women will be diagnosed with breast cancer in her lifetime.

The HKBCF has long advocated early detection as the most effective step in minimising the threat of breast cancer in Hong Kong.

HKBCF Founder, Dr Polly Cheung remarked, "Early detection saves lives. Delayed detection and diagnosis at a later breast cancer stage has multiple implications for the patient, for instance, larger tumour size, higher chance of positive nodes and the increased need for more complicated and intrusive treatment, including mastectomy."

As always, Pink Walk participants heartily enjoyed themselves this morning, visiting also stalls for face painting, breast health education games and appreciating the performances by HKBCF's survivors choral group "Melody in Mind", as well as witnessing a number of Best Dressed Pink Awards and Top Fundraiser Awards presentation (list of award winners at Appendix 2).

Officiating Guest and **HKBCF Honorary Patron, Mrs Regina Leung**, congratulated the HKBCF for rendering important services to safeguard breast health in Hong Kong. This year's event was also supported by Professor Peggy Lam, Chairperson of the Hong Kong Federation of Women; Mrs Eliza Fok, HKBCF Chairman; Dr Polly Cheung, HKBCF Founder; Mr Tam Wing Kan, Pink Walk Organising Committee Chairman; Ms Nancy Sit and Ms Bernice Liu, HKBCF Ambassadors.

Encl: [photos]

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Hong Kong Breast Cancer Foundation (HKBCF) (www.hkbcf.org)

The HKBCF is a non-profit charitable organization inaugurated in March 2005 dedicated to safeguarding the breast health of all women in Hong Kong regardless of their age, nationality, economic status or health condition. Our ultimate aim is to empower women with the requisite knowledge and readiness to mitigate the threat of breast cancer in their lives. The work of the HKBCF is to provide education, patient support and research to advocate for better breast cancer support and treatment in Hong Kong.

The HKBCF is a non-profit, tax-exempt charitable organization registered with the Hong Kong Inland Revenue Department (Ref no. 91/7226).

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Officiating ceremony of the Pink Walk for Breast Health 2014, celebrating the 10-year milestone of the event. Officiating Guests include (from l to r) Ms Nancy Sit (HKBCF Ambassador), Professor Peggy Lam (Chairperson of the Hong Kong Federation of Women), Mrs Eliza Fok (HKBCF Chairman), Mrs Regina Leung (HKBCF Honorary Patron), Dr Polly Cheung (HKBCF Founder), Mr Tam Wing Kun (Pink Walk Organising Committee Chairman), and Ms Bernice Liu (HKBCF Ambassador).



Close to 2,000 participants joined the 10th Pink Walk for Breast Health, creating a sea of Pink on the Peak!



Proving that creativity and effort are rewarded the Best Dressed Kids and Best Dressed Pet award winners receive their prizes from HKBCF Ambassador, Ms Bernice Liu.



A heartfelt thanks to our enthusiastic participants for donning creative pink outfits to support the Pink Walk for Breast Health and raise breast cancer awareness.

Attachment 1

List of Sponsors and Pink Partners

Platinum sponsors

The Hong Kong Ophthalmic Associates
In Express Limited
iSquare
Lions Club International District 303 Hong Kong & Macao, China

Towngas
Dr Betty Chan
Dr Tam Wing Kun
Dr Wong Chun Kuen

Gold Sponsors

Diagnostix Group
Hong Kong Federation of Women
General Electric

MetLife
New World Construction
Mr. Ng Ho Ho & Miss Yeung Kit Man

Silver Sponsors

A-World Consulting Ltd
Ampco
Angel Face Beauty Creations Limited
Bain Capital
Bonluxe (Asia) Limited
Eisai (Hong Kong) Company Limited
Esquel Enterprises Limited
Harvest SCP Group Company Limited
Heidrick & Struggles
Hong Kong Sanatorium & Hospital
iRad
Kennedys

JG Hong Kong Limited
Novartis Pharmaceutical (HK) Limited
PCC Asia
Pfizer Corporation (HK) Limited
Philips Electronics Hong Kong Limited
Princess Cruises
Roche Hong Kong Limited
Sanofi-aventis Hong Kong Limited
SaSa International Holdings Ltd
Tai Hung Fai Charitable Foundation Ltd
Wacoal HK Co. Ltd

Supporting Organisations

AT Cross
Baby Kingdom
Centamap Company Limited
The Estée Lauder Companies
Hang Lung Property

O Group Limited
PARKnSHOP
Pet Project HK
SEVE
TAYMA Fine Jewellery



Harbour City
Hard Rock Café Hong Kong
Hysan Development Co. Ltd.
Innovative Skincare Asia Ltd
Jackson Coach Hire Service Limited
KMB

THANN
The Link
The Peninsula Hong Kong
The Powder Room
Watsons
Watsons Water
Zip Magazine

Pink Walk Partners

Agnes b
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Crabtree & Evelyn
David Yurman
DFS
Kee Club
The Landmark Mandarin Oriental
Zumba Fitness
LRC

Movement Improvement
The Peninsula Boutique
Pure Yoga
Skechers
THINK PINK
UBER
UBS
XYZ

Official Radio Station

Metro Broadcast

Acknowledgment

Hong Kong Adventure Corp
Hong Kong Breast Cancer Foundation Volunteers
Hong Kong Fire Services Department Volunteer Team
Hong Kong Medical and Healthcare Device Industries Association
Hong Kong School of Photography
Hong Kong St. John Ambulance Brigade

Attachment 2

List of Award Winners

Award	Winning Team	Amount*
Top Fundraiser Award (Individual)	Mrs Jane Chao Lee	HK\$86,000
Top Fundraiser Award (Team)	Hong Kong Sanatorium & Hospital	HK\$270,000
Top Fundraiser Award (School)	The ISF Academy	HK\$6,400
Highest Participation Award	The Estée Lauder Companies	155 persons

**All results were counted as of 6 pm 17 October 2014*