

Press release

Marking a Decade of Care and Support to the Community 400 HKBCF Supporters Join First-ever 'Pink Sunset' Cruise Ship Event

(24th April, 2015) To commemorate the 10th anniversary of the Hong Kong Breast Cancer Foundation (HKBCF), more than 400 of its guests and supporters gathered at the 'Pink Sunset' Cruise Ship Event tonight on board the Sapphire Princess docked at the Hong Kong Kai Tak Cruise Terminal, thanks to the generous support of the Princess Cruises. This is the first time a stationing cruise ship opens exclusively for a charity event, which also formally lifted the curtain for HKBCF's 10th Anniversary Campaign focuses on breast health education and breast cancer risks.

The 'Pink Sunset' event included a charity dinner as well as a concert featuring celebrated singers Ms Sally Yeh, Mr Hanjin Tan, Mr Alex Lam, and a special guest, Mr Raymond Young, former Permanent Secretary for Home Affairs. All funds raised will go to support HKBCF's work to minimise the threat of breast cancer through patient support service, breast health education, and breast cancer research and advocacy.

Services to be expanded to Kowloon to reach out to more grassroot women

Dr Polly Cheung, Founder of the HKBCF, remarked at the 'Pink Sunset' Cruise Ship Event, "It is delightful to see that the HKBCF has grown substantially in terms of service and scale over the past decade – we have provided over 60,000 client-service with breast cancer care and support, with funding support from The Community Chest of Hong Kong for six consecutive years; the Hong Kong Breast Cancer Registry (HKBCR) established by the HKBCF in 2007 has recruited more than 14,000 local breast cancer cases, which is a wide coverage enough for the data derived from follow-up interviews and analysis to allow medical professionals, patients and policy makers to gauge local breast cancer facts, hopefully to lead to improved prevention and treatment of the disease. In addition, the Breast Health Centre, established in 2011 with the support of The Hong Kong Jockey Club Charities Trust, has provided breast screening and breast cancer risk assessment for more than 20,000 women, of whom over 8,200 with financial need had their service fee waived. So far 389 women were diagnosed with breast cancer at the Breast Health Centre. They were thus able to seek treatment at the earliest possible time."

Data from the HKBCR showed that 85% of the local breast cancer patients lived in Kowloon and the New Territories, and that those living in more grassroot communities such as Sham Shui Po, Wong Tai Sin and Kwun Tong were prone to delays in seeking medical care, which worsened the disease. In view of the urgent need for a service point in Kowloon or the New Territories, the HKBCF started to work with the Government two years ago to seek to expand its service to Kowloon and the New Territories.

Early in April, the HKBCF was pleased to have been granted a piece of land (about 5,000 square feet) next to the Hammer Hill Road Leisure Pool at a nominal rental of HK\$1. The HKBCF will set up a temporary Kowloon center there to provide breast health education and to serve women who are at a higher risk in regard to breast cancer. The center will also provide a one-stop service, in-

cluding breast cancer risk assessment, breast screening and mammography service (with HKBCF's first inhouse mammography machine). The center is planned to open for service in mid-2016, and aims to serve about 5,000 people annually. Breast cancer support groups, counseling and lymphoedema care for breast cancer patients and carers will also be provided. The HKBCF is soliciting funding support to cover building and construction, human resources and equipment such as mammogram and ultrasound machines.

Mrs Eliza Fok, Chairman of the HKBCF added, "Only 20% of women at large undertook regular mammography screening. This reflects a lack of awareness of the importance of early detection in regard to breast cancer. The HKBCF will step up its effort in public education, research and advocacy to minimize the threat of breast cancer to women."

Celebrities help spread breast health messages

Mrs Nancy Chung, Regional Director of Princess Cruises, venue and dinner sponsor of 'Pink Sunset' said, "We are happy to support this HKBCF event, which coincides with the 50th anniversary of Princess Cruises. It means a lot to us as we could celebrate our anniversary on the one hand, while fulfilling our corporate social responsibility on the other by supporting such a valiant charity."

Among the guests are celebrity friends of the HKBCF and friends from the women fraternity, including the newly appointed HKBCF Ambassador Ms Qi Qi; Ms Rosa Chan, Ms Sandy Lau and Ms. Edith Wong from Wai Yin Association; and representatives from the Hong Kong Women Professionals and Entrepreneurs Association and Association of Women Accountants HK. HKBCF will launch a new TV commercial, together with a 3-month roving exhibition in June to educate the public on breast health and breast cancer risks. The HKBCF will also release the seventh Hong Kong Breast Cancer Registry (HKBCR) report in September, and host the 11th Pink Walk for Breast Health in October marking the international breast cancer awareness month.

Breast cancer is the most common cancer affecting local women. One in every 17 people will be diagnosed with breast cancer in her life. Hong Kong's breast cancer incidence rate is one of the highest in Asia. In the decade between 2003 and 2012, patients diagnosed with breast cancer had increased by 50% while the cases diagnosed at the age of 45 - 65 had doubled. In 2012 (the latest available government statistics), 3,508 women and 14 men were diagnosed with breast cancer. The median age at diagnosis is 54 years old.

End

Captions:

1. Dr Polly Cheung, Founder, and Mrs Eliza Fok, Chairman, of the HKBCF and HKBCF Ambassador Qi Qi toasted guests at the 'Pink Sunset' Cruise Ship Event on board Sapphire Princess in commemoration of HKBCF's first decade of service to the community.
2. Dr. Polly Cheung and Mrs. Eliza Fok with Mrs. Nancy Chung, Regional Director of Princess Cruises, venue and dinner sponsor of 'Pink Sunset'.
3. A 15 years old girl designed a scarf for HKBCF's 10th Anniversary. According to the young designer, the pea-shaped plant pattern symbolizes growth and new life; the heart-shaped leaves mean love and care while the repetition of the spiral lines implies a never ending journey in life. The DNA pattern hidden in the lines imply that one cannot change one's own DNA and



the fate that it governs, yet with the care and support from organizations such as HKBCF, life under the threat of breast cancer can still be magnificent.

Media enquiries:

Fiona Shek Tel: 9103 7177 / 2114 2102

Email: Fiona.shek@pr4good.com