

2,000 “pink walkers” gather on the Peak for Pink Walk for Breast Health Calling on All to Lower Breast Cancer Risk by Regular Exercise

(Press release – 18 October 2015) More than 2,000 people, together with their friends and families, some with their doggies and kitties, dressed in pink, gathered on the Peak this morning to take part in **Pink Walk for Breast Health**, an annual fundraising event organised by Hong Kong Breast Cancer Foundation (HKBCF).

The walkathon aims to increase awareness of breast cancer, and through “walking” the talk, to encourage members of the public to exercise regularly to lower their risk of developing breast cancer. All proceeds from Pink Walk for Breast Health will go to HKBCF’s work in public education, patient support services and breast cancer research and advocacy.

Pink Walk for Breast Health, which takes place during the breast cancer awareness month of October every year, marks the 10-year anniversary of HKBCF’s service to the local community this year. Among the officiating guests at this morning’s event were: **Financial Secretary Mr. John C. Tsang and his wife; Under Secretary for Food and Health, Professor Sophia Chan**, and many artists and celebrities. .

HKBCF Chairman Mrs. Eliza Fok said at the kick-off ceremony that the 10-year journey walked together with supporters from all walks of life to promote breast health has been a great joy, and one with accomplishment. “In this global breast cancer awareness month, when the whole town turns pink, in addition to our Pink Walk today and our two-month-long community-based public education campaign “Breast Cancer Risk Factors BINGO” roving exhibition, which is still going on, there are also many other activities around town this month to promote awareness of breast cancer in various forms by all sorts of organizations, such as the pink wheel at the water front, or the two oranges in front of the chest to remind women to ‘check check check’..... All of these are trying to send the same message to the public to promote regular breast cancer risk assessment and examinations”, said Mrs. Fok.

“10 years ago, public awareness and understanding of breast cancer was much lower. Many women considered the disease as a taboo topic and were reluctant to seek medical care for it. Although 80% knew about the breast examination, but only 20% would take actions.” – Mrs. Fok continued, and thought that it was a great progress that we now could face breast cancer in a public and positive manner,

because “ultimately, what could mitigate the threat of breast cancer to Hong Kong, is a breast health culture”.

With support from the government this year on a piece of land in Ngau Chi Wan, the HKBCF plans to set up a Kowloon service center next year to provide easier access to people in need of breast health and patient support services.

Under Secretary for Food and Health, Professor Sophia Chan said that breast cancer continues to be the number one cancer affecting women in Hong Kong, with 9 new cases diagnosed every day and posing a real threat to females in Hong Kong. She suggested that women should become more aware of their breast cancer risk factors and take actions to eliminate the modifiable risk factors through lifestyle changes.

Also present at the kick off ceremony today were **HKBCF Ambassadors Ms. Connie Chan Po-chu, Ms. Qiqi and Miss Bernice Liu**, as well as **Ms. Winnie Young, Chairman, Board of Trustees, Wai Yin Association**. As they shared their tips on maintaining breast health, they said that while some of their friends and family members are now more aware of how to prevent breast cancer, others still consider the disease a taboo topic. They appealed to the public for taking regular breast examination as a preventive measure, in addition to being mindful of their own breast cancer risk factors so that they can take action to effectively reduce their risk.

Taking part in Off Peak Pink Walk during October

To seek to break the physical limit of the trail at the Peak hence encourage more participation and raise more funds for our services to the local community, besides the traditional Pink Walk on the Peak, this year, HKBCF is introducing the “Off Peak Pink Walk”. **Singer Ms. Mak Kit-man**, who was appointed to be the Ambassador of Off Peak Pink Walk, appealed for public support to the new initiative by walking a minimum of 3.5km, whenever and wherever they want during the month of October and raising at least HK\$300 for every 3.5km walked. Participants can email photos captured on the running apps on their smartphone or any other evidence of the distance they have run or walked to offpeakpinkwalk@hkbcf.org. They are also encouraged to spread the word about the meaningful event by posting photos related to their participation onto HKBCF’s Facebook page and tagging friends for wider awareness. Those who have successfully completed Off Peak Pink Walk will receive coupons supported by Towntgas.

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Hong Kong Breast Cancer Foundation

Hong Kong Breast Cancer Foundation was set up on 8 March 2005, as a non-profit charitable organisation dedicated to mitigating the threat of breast cancer to the local community through education, support and research & advocacy. Its mission is to promote public awareness of breast cancer and the importance of breast health; support breast cancer patients on their road to recovery and advocate better breast cancer care in Hong Kong.

Since its inception in 2005, HKBCF has provided support service to more than 60,000 breast cancer patients; the Breast Health Centre has given breast health education to nearly 50,000 people and provided affordable breast screening services to nearly 30,000 women, including free mammograms to some 9,000 low-income women who could not otherwise afford it over the past five years. Among them, about 500 detected their breast cancer early and thus benefited from early detection and treatment of breast cancer. The Hong Kong Breast Cancer Registry (BCR), set up by HKBCF in 2007, has collected data of 15,000 patients as the most representative database on breast cancer in Hong Kong.

Photo captions:

1. Pink Walk for Breast Health are: Financial Secretary Mr. John Tsang and his wife; Under Secretary for Food and Health Professor Sophia Chan; HKBCF Ambassadors Ms. Connie Chan, Ms. Qiqi and Miss Bernice Liu; Ms. Winnie Young, representative of Wai Yin Association; Ms. Mak Kit-man; HKBCF Chairman Mrs. Eliza Fok; HKBCF Founder Dr. Polly Cheung and Dr. Tam Wing-kun, Chairman, Organising Committee, 10th Anniversary Campaign, HKBCF and former HKBCF Chairman, Choi Leung and Founding Chairman Doris Kwan.



2. Under Secretary for Food and Health Professor Sophia Chan encouraged women to be "Breast Aware" and be mindful of the risk factors for breast cancer they may have.



3. Hong Kong Breast Cancer Foundation Ambassadors Connie Chan Po-chu, Qiqi, Bernice Liu, Winner Yeung from Wai Yin Association and Mak Kin-man, Ambassador of Off Peak Pink Walk all appealed to the women for taking actions to step away from the threat of breast cancer.





4. Mrs Alice Lau of IN Express and Bernice Liu, HKBCF Ambassador presented In Express Limited Best Dressed Pink Award (Pet) to the doggie Donut.



5. Princess Cruises' Regional Director Ms Nancy Chung handed the Top Fundraiser (Group) Award to Hong Kong Sanatorium and Hospital which has raised HK\$270,000 for Hong Kong Breast Cancer Foundation in the Pink Walk for Breast Health



6. Dr. Veronica Wai and George Tan won the Best Dressed Pink Award - Most Creative Costume for Couples for their creative costumes. The prize was presented by CLP Company Secretary Mrs. April Chan.



7. Mr. John Tsang, Financial Secretary and Mrs Tsang attended the kick off ceremony of Pink Walk for Breast Health 2015 and presented the 3-years Highest Participation Award to Estee Lauda.



8. Survivors-formed choir Melody in Mind performed as a gesture to support and send their blessings to patients battling the disease.

