



2,000 Walkers Joined Pink Walk for Breast Health “Walk the Talk” to Fight Breast Cancer

(PRESS RELEASE – 10 October 2016) Pink Walk for Breast Health, the annual flagship fundraising event of Hong Kong Breast Cancer Foundation (HKBCF), took place today at the Peak. 2,000 walkers dressed in pink from head to toes to help raise awareness on the threat of breast cancer. Funds raised from the event will be used for the development of HKBCF Kowloon Centre, in support of the expansion of services on breast health education, patient support and research & advocacy in Kowloon and New Territories to reach out more women in need.

Held in October, the Pink Month, Pink Walk for Breast Health marks the Breast Cancer Awareness Month worldwide. Embarking on its 12th year, the kick-off ceremony of the walk was officiated by Mrs. Regina Leung Tong Ching-yee, Honorary Patron of HKBCF; Prof. John Leong Chi-yan, Chairman of the Hospital Authority, together with HKBCF Breast Health Ambassadors Ms. Connie Chan Po-chu, Ms. Nancy Sit, Ms. QiQi and Ms. Bernice Liu, with the company of Mrs. Eliza Fok, Chairman and Dr. Polly Cheung, Founder of HKBCF.

Speaking at the ceremony, **Mrs. Regina Leung Tong Ching-yee, Honorary Patron of HKBCF** expressed her excitement of seeing these pink crowds filling up the Peak this morning to spread the breast health message together, demonstrating the generosity in Hong Kong people. Mrs. Leung also mentioned about HKBCF’s new centre in Kowloon that just broke ground last week, reflecting a strong recognition to HKBCF for their efforts and hard works the Foundation has been putting into in the past decade. Mrs. Leung congratulated the expansion of the HKBCF and further encouraged everyone’s continuous supports to the HKBCF in mitigating the threat of breast cancer to the local community. She reiterated the importance of regular breast screening and echoed the belief in “Early Detection Saves Lives” the HKBCF has been provoking. If diagnosed at early stage, breast cancer could be treated more effectively and less costly. She encouraged people to remind families and friends to be breast aware and also sent her warm wishes to all participants for healthier and happier lives.

Mrs. Eliza Fok, Chairman of HKBCF took the opportunity to thank the Government for the generous grant of a piece of modest land and the funding support from the

Hong Kong Jockey Club Charities Trust for building of the HKBCF Jockey Club Breast Health Centre (Kowloon). “This October, we are celebrating not only the Breast Cancer Awareness Month, but also the groundbreaking of our Kowloon Centre. We are pleased to see an increasing public awareness on breast cancer in the mass media and in the community. The new centre in Ngau Chi Wan which is expected to start operation in July next year will make our services more accessible to women in Kowloon and New Territories, further expands our breast health education, patient support service as well as research and advocacy to these areas where huge demands from women in need reside.”

The newly released Hong Kong Breast Cancer Registry Report No. 8 in September and its thematic study on elderly patients pointed out that “risk of breast cancer increase with age” and “the elderly tended to delay medical care; medical professionals and caretakers should be more cautious on the physical and psychological need of elderly patients”. Mrs. Fok said it was good to see a lot of elderly participants taking part in Pink Walk. Among the pink walkers are families, friends and corporate teams, it showed that breast cancer patients are not alone in the fight against breast cancer.

HKBCF Breast Health Ambassadors Ms. Connie Chan Po-chu, Ms. Nancy Sit, Ms. QiQi and Ms. Bernice Liu showed up at the ceremony appealing for public support of breast health. They encouraged everyone to build healthy lifestyle, including a habit of regular exercise for at least 3 hours per week to minimize the breast cancer risk, and to have breast cancer screening on a regular basis.

Another highlight at the event was “FlyPink” charitable initiative which was introduced by a group of passionate female pilots of Cathay Pacific in support of breast cancer awareness with all proceeds raised donated to the HKBCF. This year, a series of specially designed FlyPink merchandise including baseball cap, lanyard and luggage tag with unique pink identity were launched and showcased on the event day to attract people’s attention in spreading out the breast health message. A number of prizes were set up to award participants for their efforts in participating and fund raising, including:

Award	Winners
Best Dressed PINK Award (Individual)	Ms Judy Chu Ms Rese Hopkinson
Best Dressed PINK Award (Team)	SunFlower Group

Best Dressed PINK Award (Child aged 10 or below)	MVP Family
Best Dressed PINK Award (Pet)	Husky Team
Top Fundraiser Award (Individual)	Mrs April Chan
Top Fundraiser Award (Team)	Sunflower Group
Top Fundraiser Award (School)	Harrow International School Hong Kong
Highest Participation Award	CK Hutchison Holdings Limited

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Download Event Photos: goo.gl/PD3IJv

Acknowledgement (in alphabetical order according to the Organisation name or Surname):

Kowloon Centre Fundraising Campaign - Campaign Sponsors

- Dr CHAN Keeng Wai
- Mr CHAN Yuk Kwan & Dr Polly CHEUNG
- Mrs. Eliza FOK
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- NetDragon Websoft Holdings Limited
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