



For immediate release

The first ever Hong Kong Tennis Open's Pink Day in support of Hong Kong Breast Cancer Foundation

11 October 2017 – In celebration of the Breast Cancer Awareness Month in October, Prudential Hong Kong Tennis Open 2017 has designated 11 October 2017 as Pink Day to support Hong Kong Breast Cancer Foundation (HKBCF), and tennis fans are invited to dress in pink to enjoy the world class match and support a worthy cause at Victoria Park Tennis Stadium.

A long-term supporter of HKBCF, socialite Ms Sharon Kwok dressed in Pink with her husband and son, Messrs Stanley Pong and Andrew Pong respectively, to support Pink Day today. As a special guest, she performed the coin toss for the 2nd round of the tournament. HKBCF guests came to the centre court to throw pink tennis balls into the crowd with the winning player of the last match of the day.

HKBCF Vice Chairman Ms Josephine Lau said “I would like to thank Prudential Hong Kong and Hong Kong Tennis Association for their generosity that makes this first ever Pink Day of Hong Kong Tennis Open possible to promote the breast cancer awareness. As a tennis lover, I am excited to watch this world class tennis match and at the same time support HKBCF. Released last month, our Breast Cancer Registry Report #9 reveals that lack of physical exercise is one of the most common risk factors for breast cancer. I am here to call on all women to have regular exercise and breast health check-up as ‘Early Detection Saves Lives’.”

Proceeds of 500 Pink Day charity ticket sales will go to the HKBCF to support the fight against breast cancer in Hong Kong; HKBCF charity sale booth at the village is open until 15 October.

Hong Kong Breast Cancer Foundation www.hkbcf.org

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.

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