

Press Release

“Gotta keep your body healthy Photo Competition 2008” raised fund for Hong Kong Breast Cancer Foundation

(Hong Kong, January 30, 2009) Hosted by *Take me Home*, and sponsored by Novartis Pharmaceuticals (HK) Ltd., the “Gotta keep your body healthy Photo Competition 2008” came to a satisfactory close in mid-December last year. The competition received more than 1,000 entries from three categories (Open, Medical Personnel and Patient). All categories used health as the theme of their photos in order to deliver the message of love and health to the general public. With each photo the participants submit, Novartis Pharmaceuticals (HK) Ltd donates \$5 to the Hong Kong Breast Cancer Foundation.

The “Gotta keep your body healthy photo competition 2008” awards ceremony will be held on 1st February 2009 from 2 p.m. to 4 p.m. at Olympian City 2 (North Wing) in Tai Kwok Tsui. Apart from award winners receiving their awards, there will also be a children’s choir performance, a talk on breast healthcare and a grand lucky draw that is open to the general public. For more information, please go to <http://www.takemehome.com.hk/> for registration.

Breast cancer is the fastest growing cancer among women in Hong Kong in terms of incidence. For every four cancer cases in women, there is a case of breast cancer. Breast cancer is no longer a disease for middle-aged women alone - even young women may get the disease. Breast cancer deserves high attention!

The Hong Kong Breast Cancer Foundation hopes that the support from all sectors will continue, and together we can raise breast cancer awareness and provide support to breast cancer patients along treatment path.

“Gotta keep your body healthy photo competition 2008” Winners List

	Open category	Medical Personnel category	Patients category
Champion	Rain or shine, I will be there. Mr. Pang Kin Chung (Please refer to picture1)	Hand-in-hand Mr. Li Wa (Please refer to picture 2)	On the path against illness, there will always be someone by your side Ms. Jenny Ng (Please refer to picture 3)
Merit Award	Capture every second of happiness Ms. Lee Mun Han	Raise your fist towards the sky, nothing is impossible Mr. Chui Kwok Wing	Everything starts from the “head”, you are just as good looking after chemo!! Ms. Yu Siu Yin, Sandy
	Even during the saddest days, you can always find people or things worthy of being cherished Ms. Cheung Yee-man, Olivia	When you feel that your future is bleak, rely on experience and integration, and happy days will be by your side Mr. Cheng Wai Hung Stephen	Patients want to be pretty too Mrs. Wong Chi Kuen
	To keep healthy and to live happily with the one you love Mr Yim Tsz Chun	I promise to always stay beside you Mr. Chan Ching Kwan	Providing you with new energy, life is full of hope Ms. Wong Suk Hing

If you would like to learn more about, participate in or donate to the Hong Kong Breast Cancer Foundation, please call 2525 6033 or e-mail us at info@hkbcf.org.

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About Novartis

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines, diagnostic tools and consumer health products. Novartis is the only company with leading positions in these areas. In 2007, the Group’s continuing operations (excluding divestments in 2007) achieved net sales of USD 38.1 billion and net income of USD 6.5 billion. Approximately USD 6.4 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 97,000 full-time associates and operate in over 140 countries around the world. For more information, please visit <http://www.novartis.com/>.

About Hong Kong Breast Cancer Foundation (HKBCF)

Hong Kong Breast Cancer Foundation, inaugurated in March 2005, is the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their supporters and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy. The missions of HKBCF are: raise public awareness of breast cancer and the importance of early detection; provide support for breast cancer patients on their road to recovery; support research and advocate for better breast cancer care in Hong Kong. For more information, please visit <http://www.hkbcf.org/>.



Picture1



Picture2



Picture3