



NEARLY 2,000 JOINED “PINK WALK FOR BREAST HEALTH 2017” IN SUPPORT OF THE FIGHT AGAINST BREAST CANCER AND THE SUSTAINABLE DEVELOPMENT OF HKBCF

(PRESS RELEASE – 22 October 2017) Nearly 2,000 walkers dressed in pink took part in “Pink Walk for Breast Health 2017”, the annual flagship fundraiser of Hong Kong Breast Cancer Foundation (HKBCF) at the Peak today. The event aims to promote breast cancer awareness and health benefits of regular exercise, and raise funds for the work of the Foundation in breast health education, patient support, advocacy and research, and the HKBCF Jockey Club Breast Health Centre (Kowloon), which is nearing completion with official opening expected by this year-end or early next year to better serve those living in Kowloon and the New Territories.

“Pink Walk for Breast Health”, celebrating its 13th anniversary this year, is held every October which marks the Breast Cancer Awareness Month. The event was officiated by Professor Sophia Chan, JP, HKBCF Honorary Patron and Secretary for Food and Health, Ms Connie Chan Po Chu and Ms Bernice Liu, HKBCF Ambassadors, and celebrities Ms Christine Au Yang, Mr Bob Lam, Mr Ricky Fan and his wife Ms Charmaine Li, along with Mrs Eliza Fok and Dr Polly Cheung, HKBCF Chairman and Founder respectively. It is noteworthy to point out that the Highest Participation Award Champion (Team) “Let’s Pink” consisted of around 400 breast cancer survivors and their friends and families. They were dressed in specially designed pink uniform to show vividly the fullness of life they embrace.

In her welcome speech, **Mrs Eliza Fok, Chairman of HKBCF** expressed her heartfelt gratitude to the contributions of all guests, donors, volunteers and walkers to make this meaningful event possible. She was also pleased to share the significant development of HKBCF services in the past year. For example, the “Breast Health for Life” Free Mammography Screening Programme, funded by the HSBC’s 150th Anniversary Charity Programme, would be officially launched in late October to serve much needy women. “With the newly introduced 3D mammography machine, mammograph images become clearer and process simpler that all ladies are welcome to give it a try,” she said while stressing the importance of “Early Detection Saves Lives”.

Having a land grant from the HKSAR government and donation of the Hong Kong Jockey Club, the HKBCF Jockey Club Breast Health Centre (Kowloon) would open soon to serve the needy individuals and community at large. She reiterated that the sustainability of the HKBCF's service counts on public support.

At the kick off ceremony, **Professor Sophia Chan, JP, Secretary for Food and Health** said she was glad to see the keen public support for the Pink Walk for Breast Health 2017 and believed that the event would increase the public's knowledge in prevention and screening of breast cancer. Professor Chan encouraged us to stay breast aware and vigilant for early cancer warning signs. She also called on the public to adopt a healthy lifestyle, such as regular exercise, balanced diet and continuous breast-feeding, to reduce breast cancer risk.

HKBCF Ambassadors **Ms Connie Chan Po Chu** and **Ms Bernice Liu** and celebrity **Ms Christine Au Yang**, attending today's event, also urged women to be attentive to their physical wellbeing and adopt a healthy lifestyle to reduce breast cancer risk. For example 3 hours of cardio exercise a week, body weight control, stress management and breastfeeding for over 6 months would help. Even if diagnosed with breast cancer, patients are advised to stay calm, learn more about their cancers and seek medical professionals' advice on treatment options available. Celebrities **Mr Ricky Fan** and his wife **Ms Charmaine Li**, and **Mr Bob Lam** pointed out that no woman should face breast cancer alone. Families and friends of breast cancer patients should keep an eye on their beloved ones' physical and psychological wellbeing, and seek help and advice from supporting organisations and professionals when needed.

Award	Winner
Best Dressed Pink Award – Individual	Champion: Dr. Veronica Wai 1 st Runner-up: Ms. Vanessa Lai
Best Dressed Pink Award – Group	Champion: Let's Pink 1 st Runner-up: Barbora Mayer
Best Dressed Pink Award – Couple	Champion: Ms. Anna Wai 1 st Runner-up: Ms. Doris Ku
Best Dressed Pink Award – Pet	Champion: Ms. Irene Leung 1 st Runner-up: Ms. Augusta Even
Best Dressed Pink Award – Kid (aged 10 or below)	Champion: Kelly Tam 1 st Runner-up: Eva Lam

Top Fundraiser Award – Individual	Champion: Mrs. April Chan 1 st Runner-up: Mr. Richard Hanson 2 nd Runner-up: Ms. Peony Yung
Top Fundraiser Award – Group /Team	(Group) Hong Kong Sanatorium & Hospital (Team) Let's Pink
Top Fundraiser Award – School	The ISF Academy
Highest Participation Award (Corporation)	Champion: Diagnostix Group 1 st Runner-up: Watsons Water
Highest Participation Award (Team)	Let's Pink

— End —

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Download event photos and photo captions: <https://goo.gl/31LVpd>

1. Professor Sophia Chan, JP, HKBCF Honorary Patron and Secretary for Food and Health, Mrs. Eliza Fok, Chairman of HKBCF and Dr. Polly Cheung, Founder of HKBCF, Ms. Connie Chan Po-chu and Ms. Bernice Liu, HKBCF Breast Health Ambassadors, together with Ms Christine Au Yang, Mr Bob Lam, Mr Ricky Fan and his wife Ms Charmaine Li, officiated the kick off ceremony of Pink Walk for Breast Health 2017, and appealed for public support for the work of Hong Kong Breast Cancer Foundation.





2. Ambassadors Ms. Connie Chan Po-chu and Ms. Bernice Liu, celebrity Ms Christine Au Yang, Mr Bob Lam, Mr Ricky Fan and his wife Ms Charmaine Li shared their personal tips on minimising the risk of breast cancer at the kick off ceremony.





3. “Melody in Mind (Saturday)”, a breast cancer survivors singing group, performed at the kick off ceremony and spread positive energy to everyone who supported the Pink Walk for Breast Health.



4. A group of enthusiastic breast cancer survivors formed a big team called “Pink Together” with their families and friends. The 400- person team raised HKD\$ 680,000 for the event.



5. Winners of the Best Dressed Pink Award (Individual): Dr. Veronica Wai



6. Mrs. April Chan won the Top Fundraiser Award(Individual).



7. Hong Kong Sanatorium & Hospital consisting of breast cancer survivors raised HKD200 thousand and is the Top Fundraiser Award (Group) winner.



8. Professor Sophia Chan, JP (right), HKBCF Honorary Patron and Secretary for Food and Health, Mrs. Eliza Fok (left), Chairman of HKBCF and Dr. Polly Cheung (centre), Founder of HKBCF, thank you for the public's active participation in "Pink Walk for Breast Health 2017".





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