

## PRESS RELEASE

### **Hopewell Holdings promotes health message in support of Hong Kong Breast Cancer Foundation**



(11 May 2009, Hong Kong) On this year's Mother's Day, how did you show your love and care to your mother? Health is priceless, nothing beats showing your affection through caring for your mother's health. On this especially important occasion, Hopewell Holdings Limited supported the Hong Kong Breast Cancer Foundation by displaying a health message on the exterior LED wall of Hopewell Centre from May 8 to May 10. The message "Brought to you by Hong Kong Breast Cancer Foundation: Early detection saves life" was displayed to remind Hong Kong women to take care of their own health besides work. Love yourself and love your family, please conduct regular body check at physician and pay attention to breast health.

Incidence of breast cancer among Hong Kong women ranks first, with about 7 newly diagnosed cases everyday and patient as young as 20 years old. The situation is not to be ignored.

Hong Kong Breast Cancer Foundation wishes to have your continual support to provide information on breast cancer and breast health to the public, as well as to provide support services for breast cancer patients.

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](mailto:info@hkbcf.org).

- End -

#### **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 and treatment in Hong Kong.

**Hopewell Holdings Limited**

Hopewell Holdings Limited (“HHL”), the Hong Kong-based group, was listed on the Stock Exchange of Hong Kong in 1972. HHL and its subsidiaries are active in the fields of property development and investment, investment in infrastructure projects, hotel investment and management, restaurant operations and food catering.