

To: Assignment Editors, Managing Editors and Reporters  
(For Immediate Release)

## Ms. Joyce Lee Re-appointed as the HKBCF Ambassador

### "Walk for Breast Health, Together We Can"

#### In Support of "Pink Walk 2024" on 20 October 2024

(Hong Kong, 2 September, 2024) The **Hong Kong Breast Cancer Foundation** (HKBCF) is pleased to announce the re-appointment of Ms. Joyce Lee as the HKBCF ambassador to promote breast health and raise awareness of breast cancer in our community. In a promotional video, she appeals for public support of the signature charity event "**Pink Walk 2024**" of the HKBCF, calling to "**Walk for Breast Health, Together We Can**" at The Peak on 20 October 2024 (Sunday). Funds raised will propel the works of the HKBCF in mitigating breast cancer threats in Hong Kong, through services including breast health education, holistic support for breast cancer patients and their loved ones as well as research and advocacy.



Dressed in **pink**, the colour for breast cancer awareness, while filming a promotional video for "**Pink Walk 2024**", **Ms. Joyce Lee** said, "My Appreciation to the HKBCF for inviting me to participate in this charity walk, alongside other philanthropists, to promote breast health and support the HKBCF's work." She hopes everyone will bring their pets to join this charity walk held during "Pink October", and be united to raise awareness about breast cancer and support breast cancer patients and their loved ones.

**Ms. Joyce Lee** referred to her diagnosis of breast cancer during a bodycheck in 2021. Although she felt scared, she was relieved that it was detected early, so she did not have to undergo chemotherapy or radiation. She decisively opted for double mastectomy, but all four breast reconstructive surgeries were unsuccessful, which was a significant blow to her. With the support and care of her family and friends, she was able to find peace and embark on a path to recovery. She mentioned, “my experience with breast cancer taught me to treat my body better and cherish the people and things around me. I sincerely encourage everyone to undergo regular breast screening, as early detection is crucial for treatment.”

Both **Dr. Eliza Fok, Chairman** and **Dr. Polly Cheung, Founder, of the HKBCF** said, “We are thankful for the warm support from **Ms. Joyce Lee** over the years. “**Pink Walk**” is the annual signature fundraising event for the HKBCF and we are grateful for the staunch support from many kind-hearted friends, sponsors, supporting organisation and media partners.

“**Pink Walk 2024**” will be held at The Peak on 20 October 2023 from 8:30 a.m. to 1:00 p.m. Join us with your family, friends and pets (all dressed in **pink**) to make a worthy impact and spend a healthy and meaningful Sunday in “Pink October” together. Visit <https://pinkwalk.hk/> to enrol and donate.

Many corporations will hold a variety of fundraising activities promoting breath health and raise funds for the HKBCF during “Pink October”. Stay tuned for more updates from our social media platforms.”

The HKBCF is grateful for the generous support from sponsors, supporting organisations and media partners to the “Pink Walk 2024”. The promotional video is now available on the HKBCF’s official social media platforms:  
<https://youtu.be/Ghfis3x0jek>



High resolution photos download link: <https://bit.ly/4dMUKJL>

## About Hong Kong Breast Cancer Foundation

The 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, patient support and research & advocacy. Its mission is to promote breast health awareness, support breast cancer patients on their road to recovery, and advocate breast health education and cancer care in Hong Kong.

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