

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

HKBCF 20th Anniversary Ambassador Ms. Tracy Chu In Support of "Pink Walk 2025" on 19 October 2025

(16 September, 2025) The **Hong Kong Breast Cancer Foundation** (HKBCF) is pleased to release the official promotional video featuring our 20th Anniversary Ambassador Ms. Tracy Chu. The video serves as a reminder for the public to get regular breast screenings and encourages everyone to actively participate in our annual signature charity event "**Pink Walk 2025**" on 19 October 2025 (Sunday) at The Peak. 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, Ms. Tracy Chu portrayed various roles, including a professional, an artist and a new mom, while filming a promotional video for "**Pink Walk 2025**". She said, "Even when life gets busy, I always pay attention to my breast health and schedule regular breast screenings because early detection saves lives. Protecting my health is the first step in safeguarding my life and my family."

Ms. Tracy Chu participated in last year's "Pink Walk" event. She said, "I am grateful to the HKBCF for inviting me to experience the sea power on The Peak. This year, I hope to further leverage my influence to raise awareness of the threats of breast cancer and to actively support the breast cancer community, walking alongside patients and survivors."

Dr. Eliza Fok, Chairman of the HKBCF said, "We are thankful for the warm support from **Ms. Tracy Chu** over the years. October is International Breast Cancer Awareness Month (Pink October), dedicated to raising public awareness about the

threat of breast cancer to women in Hong Kong. We warmly invite everyone to join us for the 'Pink Walk', partnering with the HKBCF to spread love and hope."

"**Pink Walk 2025**" will be held at The Peak on 19 October 2025 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 breast 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 2025". The promotional video is now available on the HKBCF's official social media platforms: <https://youtu.be/5sil5v8ahzQ?si=IVmwyKlnUIA35DbE>



High resolution photos download link: [\[Pink Walk 2025 ambassador press release\]](#)

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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