

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

Hong Kong Breast Cancer Foundation Chariry Walk “Pink Walk 2026” Official Website Launches Rallying 2,000 “Pink Walkers” to meet at The Peak on 25 October

(Hong Kong, 12 August, 2026) The Hong Kong Breast Cancer Foundation (HKBCF), is delighted to announce that its annual signature fundraising event "Pink Walk 2026," will take place on 25 October 2026 (Sunday), from 8:30 a.m. to 1:00 p.m. at The Peak, Hong Kong Island. The charity walk will start at Peak Road Garden and proceed to The Peak Tower, covering approximately 3.5 km and taking around 1 to 1.5 hours to complete. The participants can enjoy stunning panoramic views of Hong Kong along the route. The event is suitable for people of all ages and fitness levels, and participants are welcome to bring their pets. Registration is now open. Early bird discounts are available for registrations completed on or before Friday, 28 August. Successfully registered Pink Walkers will receive a goodie bag on the event day.

Held every October in conjunction with "International Breast Cancer Awareness Month" (also known as "Pink October"), HKBCF hosts the "Pink Walk" annually. Under this year's theme, "Journeying to New Milestones," the event aims to gather around 2,000 participants dressed in pink to walk alongside breast cancer patients, survivors, and their families to embark on a new chapter together. Funds raised will be used to support breast health screening & education, patient support services, and research & advocacy, safeguarding the health of more women in Hong Kong.

Breast cancer has been the top cancer among Hong Kong women since 1994, with 1 in 13 women facing the risk of developing invasive breast cancer in their lifetime. Lack of physical activity ranks as the leading risk factor for breast cancer. Through the "Pink Walk", HKBCF aims to raise public awareness about breast health and encourage everyone to build a regular exercise habit to eliminate key risk factors.

During "Pink October", the HKBCF also invites the public to set up personalised fundraising pages or initiate their own fundraising activities to support breast cancer patients and their families, while spreading breast health messages throughout the community. Firmly believing that "Early Detection Saves Lives," HKBCF continues to advocate for the HKSAR Government to implement population-wide breast screening in Hong Kong, so that more women can detect breast cancer early and receive timely and appropriate treatment.

"Pink Walk 2026" features four participation categories: Individual, Small Team, Corporate/Organisation/Large Team, and School. Each category has a minimum fundraising requirement per participant. A range of awards and attractive prizes will be presented in recognition of participants' enthusiastic support. Winners will be announced on-site on the event day.

Enrol Now: <https://pinkwalk.hk/>
Photo download: please click [here](#)

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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