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HK Breast Cancer Foundation

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Hong Kong Breast Cancer Foundation Annual Fundraising Event "Pink Walk 2026"

Unites 2,000 Pink Walkers at The Peak to Support the Breast Cancer Community

HONG KONG, 25 October 2026 – The Hong Kong Breast Cancer Foundation (HKBCF) held its annual fundraising event, Pink Walk 2026, at The Peak on Hong Kong Island today. About 2,000 breast cancer patients, survivors, family members and supporters from across the community walked together during International Breast Cancer Awareness Month to unite in the fight against breast cancer. Funds raised will support HKBCF's breast screening and education, patient support services, as well as research and advocacy work.

Themed "Journeying To News Milestones," this year's event is dedicated to fostering a strong culture of breast health and enhancing awareness. The HKBCF invited distinguished government officials, community leaders, and entertainment figures to officiate the opening and kick-off ceremonies. Officiating guests included Mrs. Janet Lee, wife of the Chief Executive and Honorary Patron of HKBCF; Dr. Polly Cheung, Founder of HKBCF; Dr. Eliza Fok, Chairman of HKBCF; Ms. Alice Mak, SBS, JP, Secretary for Home and Youth Affairs; Dr. Ko Wing-man, GBS, JP, Member of the Executive Council; Dr. David Lam, Legislative Councillor for the Medical and Health Services constituency; and Mr. Henry Fan, GBS, JP, Chairman of the Hospital Authority. They were joined by HKBCF Ambassadors Ms. Bernice Liu and Ms. Qi Qi, together with the Pink Walk 2026 Promotional Ambassador, Ms. Gin Lee.

Sustained support for women and their families

In her welcoming address, Dr. Polly Cheung, Founder of HKBCF, expressed her heartfelt gratitude to corporate partners, charitable foundations, and donors for their generous support over the years. This backing has enabled HKBCF to provide over 68,000 attendances of free or subsidised breast health screening and diagnostic services to low-income women to date. Furthermore, the HKBCF is dedicated to offering professional psychological counselling to help patients manage post-treatment side effects, such as lymphoedema, supporting their recovery and facilitating their return to normal life.

On the research front, Dr. Cheung highlighted that the Hong Kong Breast Cancer Registry (HKBCR) under HKBCF will celebrate its 20th anniversary next year, noting that years of cumulative local data have become a vital basis for shaping Hong Kong's breast cancer treatment and screening policies.

Dr. Cheung appealed for continued support from the community, so that goodwill could be translated into practical assistance for more women and families affected by breast cancer.

In her speech, Ms. Alice Mak, Secretary for Home and Youth Affairs, stated that the Government attaches great importance to cancer prevention and control. The second phase of the Breast Cancer Screening Pilot Programme was launched in June 2025, complementing the HKBCF's breast health education and patient support services to ensure that women in need receive timely and appropriate assistance. She noted that the understanding, companionship, and support of family members not only empower patients, but also help families jointly face the challenges along the journey of treatment and recovery.

Ms. Mak also highlighted that Hong Kong is "Journeying to New Milestones" this year, as the Chief Executive announced the first Five-Year Plan, which explicitly sets empowering women to unleash their potential as a government objective. The initiative is dedicated to creating a favourable environment for women's development, safeguarding their rights, and promoting their physical and mental well-being alongside diverse development. She added that the annual allocation for the Women Empowerment Fund has been increased from $20 million to $30 million, which will continue to support women's groups and non-governmental organisations in implementing projects tailored to women's needs.

In her vote of thanks, Dr. Eliza Fok, Chairman of HKBCF, shared: "What touches me most at Pink Walk each year is seeing everyone set off together with their own unique stories." Whether currently undergoing treatment, fully recovered, or walking as a family member, every Pink Walker can join at their own pace to bring breast health messages into the community. Dr. Fok also announced that HKBCF will host its inaugural Flag Day on 13 March 2027, calling on the public to give their generous support.

Breast cancer has been the most common cancer among women in Hong Kong since 1994. Approximately 1 in every 13 women in Hong Kong faces the risk of developing invasive breast cancer in her lifetime.

Through Pink Walk, HKBCF aims to raise awareness of breast health while encouraging people to build regular exercise habits to reduce key risk factors.

Pink Walkers Shine in Splashes of Pink

Similar to past years, the Best Dressed Pink Awards provides contestants a platform to try their best to outshine other Pink Walkers. The Best Dressed Pink Awards will be given to individuals, teams, pets, and kids who attended the walkathon with the most eye-catching outfit. The HKBCF had presented prizes to the top individual, team and school fundraisers so as to express our appreciation for their dedicated support.

List of Awardees

Individual Top Fundraiser Award - Champion	Dr. Eliza Fok
Individual Top Fundraiser Award -1st Runner-up	Mrs. Margaret Chan-Thorp
Individual Top Fundraiser Award - 2nd Runner-up	Mrs. April Chan
Top Fundraiser Award (Small Team) - Champion	Dr. Polly Cheung's Clinic
Top Fundraiser Award (Small Team) - 1st Runner-up	Fly Pink Hong Kong
Top Fundraiser Award (Small Team) - 2nd Runner-up	CUHK Medical Centre
Top Fundraiser Award (Organisation/Large Team) - Champion	HKSH Medical Group
Top Fundraiser Award (Organisation/Large Team) - 1st Runner-up	Let's Pink
Top Fundraiser Award (Organisation/Large Team) - 2nd Runner-up	Ralph Lauren Asia Pacific Limited
Highest Participation Award (Team/Organisation)	Ralph Lauren Asia Pacific Limited
Best Dressed Pink Award - Individual	Lorna Layfield
Best Dressed Pink Award - Team	Fly Pink
Best Dressed Pink Award - Kid	Poppy Jarius
Best Dressed Pink Award - Pet	Noodle

Thanks to the following sponsors, supporting organisations, and promotional partners, the “Pink Walk 2026” was held successfully.



About the Hong Kong Breast Cancer Foundation

Founded on 8 March 2005, the Hong Kong Breast Cancer Foundation is Hong Kong’s first non-profit charitable organisation dedicated to breast health screening and education, patient support, research and advocacy, with the aim of reducing the threat of breast cancer in the local community.

Its mission is to raise public awareness of breast cancer and promote the importance of breast health; support breast cancer patients throughout their recovery journey; and advocate for improvements in breast cancer prevention, control and healthcare services in Hong Kong.

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Photo captions



Nearly 2,000 Pink Walkers gather at The Peak for Pink Walk 2026, the Hong Kong Breast Cancer Foundation's annual fundraising event.



Dr. Polly Cheung, Founder of HKBCF, delivers the welcoming address at the opening ceremony.



Ms. Alice Mak, SBS, JP, Secretary for Home and Youth Affairs, addresses the opening ceremony.



Dr. Eliza Fok, Chairman of HKBCF, delivers the vote of thanks.



Mrs. Janet Lee, wife of the Chief Executive, presented the Champion certificate of the "Top Fundraiser Award (Organisation / Large Team) to HKSH Medical Group.



Winners of the Best Dressed Pink Awards each pulled out all the stops with their creative ideas, making the team winners shine brightly with pink glamour as they received their awards.



The Hong Kong Breast Cancer Foundation's annual charity fundraising event, Pink Walk 2026, was held at

The Peak, attracting nearly 2,000 participants.

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