



To: Assignment Editors, Managing Editors and Reporters
(Immediate release)

Pink Angel Action

Sending Mid-Autumn Festival Warm Blessings

to women living in Sham Shui Po

Hong Kong, 19 September, 2021 - The Hong Kong Breast Cancer Foundation (HKBCF) and Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po) jointly held the “Pink Angel Action-Mid-Autumn Festival Home Visits” event on 15 September 2021. Celebrities and volunteers, including **Lokyi Lai, Janis Chan, Sharon Chan, Grace Wong, Jason Chan, Leanne Fu** and **Florence Tsai** were invited to join the event, sending warm Mid-Autumn blessings to the women in Sham Shui Po.

Representatives of the HKBCF, artists and volunteers have visited around 20 families which are underprivileged in Sham Shui Po, gifting goodie bags enriched with warm greetings and daily necessities, which include mooncake for the Mid-Autumn Festival.

According to the latest statistics in 2018, female breast cancer cases diagnosed in Hong Kong have increased by 3 times when compared to the previous two decades. About 12 women are diagnosed with breast cancer every day. The volunteer teams have delivered the message of “Early detection saves lives” to the families, hoping that women arrange breast screening regularly.

Mrs Eliza Fok, Chairman of HKBCF, said in her opening address that she has been hoping to raise women’s awareness towards breast cancer. The home visit not only sent warmth to the women but also made them know more about the importance of breast health.

Mrs Fok also thanked for the support of the various artists, Caritas Cheng Shing Fung District

Elderly Centre (Sham Shui Po) and A Drop of Life that made the activity a success.

HKBCF welcomed the Government announcement that starting from 6 September 2021, Breast Cancer Screening Pilot Programme is rolled out, which helps early detection of asymptomatic breast cancer cases. It can mitigate the threat of breast cancer in the local community, and raise the awareness towards breast health. On the other hand, HKBCF also provides free or subsidized breast cancer screening to underprivileged women. The Foundation will continue to fight against breast cancer and look forward to working with the community to achieve the goal.

Video of the activity :

<https://drive.google.com/file/d/1D5BFCbgJ5Wgzn08zK4MgGttDX8dJUn5y/view>

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