

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

**“Pink Together 2021” of HKBCF - A Successful Closing
Remarkable Increase in online enrolment
“Take a Step” for regular check-up**

(Hong Kong, 28 Dec 2021) “Pink Together 2021”, the 2nd virtual event of Hong Kong Breast Cancer Foundation (HKBCF) has come to a successful closing after a month and a half activity. A Closing Ceremony was held today to express our heartfelt thanks to the sponsors and participants.

This year, “Take a Step” marked the theme of the event. The HKBCF was honoured to have great support from all generous donors, sponsors and participants.

Under the COVID-19 pandemic, application of technology is a new norm. Riding on the success of last year’s virtual event, the HKBCF was proud to organise its virtual Pink Together between October and 16 November 2021.

In today’s ceremony, there were a total of six Awards presented to the winners. Ms. Bernice Liu, Ambassador of the HKBCF, attended the Ceremony as the award presenter. (#List attached below)

Mrs Eliza Fok, Chairman of the HKBCF disclosed at the opening address of the Ceremony that the total funds raised from “Pink Together 2021” have increased, compared with that of “Pink Together 2020”. In addition, the number of participants signed up has ascended by around 70%, mainly from online registration. They were such encouraging figures during the challenging time of fundraising in the pandemic.

“The Foundation is so grateful to have the tremendous support from the sponsors, supporting organisations and media partners of “Pink Together 2021”. Also, I would like to extend my sincere appreciation to all participants. In particular, I would like to thank the “Let’s Pink Team”, a group of Breast Cancer Support Centre(BCSC), consisting of breast cancer patients, survivors and their families. All your efforts would definitely contribute to the public awareness of breast health and our patient support services.” said Mrs Eliza Fok.

At the closing speech, Dr Polly Cheung, Founder of the HKBCF said while raising funds for the HKBCF, “Pink Together 2021” promoted breast cancer awareness and the importance of “Early Detection Saves Lives”. She expressed thanks to all participants and donors for their tireless support which made the event a big success.

Dr Polly Cheung added that “12” is the number of women diagnosed with breast cancer in 2018 in Hong Kong, which marked the signature figure for “Pink Together 2021”

promotion. However, the number is growing. According to the latest report of Hong Kong Cancer Registry, there were 13 women diagnosed with breast cancer every day in 2019. This is an alarming fact which we should be more aware of. She urged every woman aged 40 or above to have a mammogram every two years. Take an important step and take action now.

List of Awards and Winners:

Top Fundraiser Award(Individual)

Champion: Mrs. April Chan

1st Runner Up: Mrs. Eliza Fok

2nd Runner Up: Mrs. Margaret Chan-Thorp

Top Fundraiser Award(Team)

Champion: Let's Pink

1st Runner Up: Pink Squad

2nd Runner Up: LBC Pink Move

Top Fundraiser Award(Organisation)

Champion: HKSH Medical Group

1st Runner Up: Newtimes Group

2nd Runner Up: AWAHK

Highest Participation Award(Team)

Let's Pink

Highest Participation Award(Organisation)

HKSH Medical Group

Best-dressed Pink Award(Group)

Champion: PINK POWER

1st Runner Up: ISF – Pink Together

2nd Runner Up: Blue Concept Asia

Acknowledgements to sponsors of Pink Together 2021:

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Dr. Betty Chan 霍何綺華女士



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<https://bit.ly/3eilxRc>

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