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(For Immediate Release)

**Dr. Eliza Fok, Chairman of the Hong Kong Breast Cancer Foundation
Is Awarded "2021 Outstanding Women Professionals & Entrepreneurs"
by The Hong Kong Women Professionals and Entrepreneurs Association**

(Hong Kong, April 28, 2022) The Chairman of Hong Kong Breast Cancer Foundation (Foundation), Dr. Eliza Fok, is awarded "2021 Outstanding Women Professionals & Entrepreneurs" (OWPEA) by The Hong Kong Women Professionals and Entrepreneurs Association (HKWPEA) regarding her excellence in leadership, enthusiasm and contribution to charitable work.

The Foundation feels tremendously delighted with Dr. Fok's achievements and her outstanding leadership for steering the Foundation over the years. Since its establishment in 2005, the Foundation has dedicated itself to achieving its missions in practice to the community, in terms of breast education, support services and policy advocacy.

The OWPEA aims to award local women with extraordinary leadership, professionalism and social impacts. The former awardees were influential in academic, commercial and social services sectors.

Being one of the founding members and the Chairman of the Foundation since 2010, Dr. Fok proactively engaged in breast education and public awareness in the community. Moreover, Dr. Fok is dedicated to improving holistic support services to patients in need. Under her leadership, the Foundation is striving for excellence in its breast screening and patient support services and grows from a small NGO to a prestigious and widely recognised professional charity body. In 2014, Dr. Fok published the breast cancer guide book *100 Questions About Breast Cancer*, which was compiled through interviews with more than 70 breast cancer survivors.

Dr. Fok feels honoured for the recognition from HKWPEA and judges: "As the Chairman of the Foundation, it gives me great honour that the Foundation's visions are recognised by different sectors of experts. Over the years, we are delighted to see more people realising the paramount importance of "Early Detection Saves Lives" for breast cancer. We hope that more women will have regular breast examinations and maintain a healthy practice. Besides, breast cancer care should focus on the patient's psychological vulnerability, rather than solely on the physiological aspects. Various patients have benefited from our holistic services. The joy of helping the needy is a driving force to our never ending charity work."

As a result of the Foundation's successful lobbying for policy change, the risk-based Breast Cancer Screening Pilot Programme has been launched by the HKSAR Government in September 2021. Dr. Fok regards it as a milestone in the local breast cancer policy. Better still, Dr. Fok hopes to develop a universal breast cancer screening in the future, so that all local women will benefit. Under Dr. Fok's leadership, the Foundation will continuously safeguard the health of local women and families, and to raise public awareness of breast cancer.



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