



For Immediate Release

The Kinnet and HK Breast Cancer Foundation Join to Beat Breast Cancer

[Press Release - 5th May 2016] Wellness centre The Kinnet is joining hands with the Hong Kong Breast Cancer Foundation (HKBCF) in a bid to raise community awareness about breast cancer and women's health.

Building on the HKBCF's annual walkathon round the Peak, the two organizations are organizing an "Off Peak Pink Walk" for the Pink Ribbon Month of May. Anyone donating HK\$350 or more to the HKBCF can join in the "Off Peak Pink Walk" at The Kinnet's fitness centre. Individuals and teams accumulating the highest mileage during the month will receive The Kinnet Ultimate Wellness Package valued at HK\$21,600.

At the launch ceremony of "Off Peak Pink Walk", **Mr. Bernard Chan**, shareholder of The Kinnet and **President of Asia Financial Holdings Ltd.**, stressed the importance of wellness and fitness. "Health education is the key to leading a better and longer life. With Mother's Day approaching, we are delighted to encourage women to look after their physical, mental and emotional well-being – and start with a regular workout for charity."

Participants will enjoy the benefits and fun of doing regular exercise under professional guidance from fitness instructors, and have an opportunity to expand their social network.

Breast cancer is the most common cancer affecting women in Hong Kong, with over 3,000 diagnosed each year. The median age of breast cancer patients is 54 in Hong Kong. The older the age, the greater the risk. Other risk factors are lack of exercise, no experience of breast feeding and high level of stress.

Ms. Stephanie Tan, Executive Director of The Kinnet, said that the "Off Peak Pink Walk" two-fold aim of promoting regular exercise and awareness about breast cancer fits The

Kinnet's objective to help middle-aged and older women stay sharp and healthy as they age. Apart from the Off Peak Pink Walk Fundraiser, The Kinnet will offer a series of activities during "Pink Ribbon Month", including an educational exhibition on breast cancer risk factors and health tips. The Restaurant by The Kinnet will feature a Pink Menu, with part of the proceeds going to the HKBCF. On 7th and 21st of May, The Kinnet and the HKBCF will jointly host a free talk on breast health with exercise demonstration at its centre in Sheung Wan.

Mrs. Eliza Fok, Chairman of the Hong Kong Breast Cancer Foundation, said that the Foundation asserts that "Early Detection Saves Lives" and urges regular 3 Steps breast screening for women from the age of 40: monthly self-examination, yearly clinical examination, and mammography screening every two years. Mrs. Fok emphasized that breast cancer is curable and can be detected in its very early stage, which allows early and less intrusive treatment. She reminded women, who devote so much care for their families, not to overlook their own health.

In October, the Hong Kong Breast Cancer Foundation organizes its annual walkathon "Pink Walk for Breast Health" at the Peak, to raise both funds and awareness. Last year, the HKBCF extended the concept into the "Off Peak Pink Walk" so participants can take part wherever and whenever they like, on a treadmill, going to work or in a park, at their own pace and venue. Participants may use any smartphone app or device to record the distance they have walked, and then have their families and friends to support their endeavor (by making a donation of \$350 per 3.5 KM). The Kinnet is HKBCF's first corporate partner in this activity at other times of the year.

"Off Peak Pink Walk" -- Sign up Now!

Donate HK\$350 or above to Hong Kong Breast Cancer Foundation and enjoy a free walk or ride of 1, 2 or 3.5KM or longer on a treadmill, cycling machine or a rowing machine at The Kinnet's gym. Individuals or teams with the highest mileage accumulated within the month of May will win The Kinnet Ultimate Wellness Package!

Enrollment:

Copies of enrollment form are available at The Kinnet (3/F, Hillier Building, 33 Hillier Street, Sheung Wan, from 7:30am to 7pm, Monday to Saturday.) , and are downloadable from The Kinnet's website: www.thekinnet.com/zh/promotions

Enquiries hotline: 3968 7600

Tag and share your photos of "Off Peak Pink Walk" on:

www.facebook.com/TheKinnethk/

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The Kinnet www.thekinnet.com

The Kinnet is a revolutionary wellness centre focusing on physical, mental, emotional and nutritional wellness for healthful ageing. The Kinnet runs a three-level facility based in Sheung Wan. The complex includes a full fitness gym, exercise studios, a wide variety of learning and creative classes, plus The Restaurant by The Kinnet serving delicious, healthy food. Supported by a team of qualified personal trainers, dieticians and holistic wellness experts, the centre's operations are overseen by an Advisory Board comprising respected professionals in the medical and education fields.

Hong Kong Breast Cancer Foundation www.hkbcf.org

The Hong Kong Breast Cancer Foundation was set up on 8 March 2005. It was the first non-profit charitable organisation dedicated to mitigating the threat of breast cancer to the local community through education, support and research & advocacy. Its missions are to promote public awareness of breast cancer and the importance of breast health; to support breast cancer patients on their road to recovery; and to advocate better breast cancer care in Hong Kong.

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Photo captions:

Photos Download : <https://goo.gl/CQac07>

1. The Kinnet and the Hong Kong Breast Cancer Foundation jointly launch "Pink Ribbon Month - Off Peak Pink Walk" encouraging members of the community to support the fight against breast cancer. Mr. Bernard Chan, President of Asia Financial Holdings, Ms. Stephanie Tan, Executive Director of The Kinnet (4th from the left), together with Mrs Eliza Fok, Chairman (3rd from the right), Mrs. Sandra Mak, Vice Chairman (3rd from the left), Mrs. Virginia Kwan, Vice Chairman (2nd from the left) and Josephine Li, Council Member (1st from the right) of the Hong Kong Breast Cancer Foundation officiated the kick off ceremony at The Kinnet.



2. Breast cancer is the most common cancer affecting women in Hong Kong and one in every 17 women develop breast cancer before the age of 75. Vivian Lee, a breast cancer survivor kicked off the “Pink Ribbon Month - Off Peak Pink Walk” on a treadmill at The Kinnet.

