

For Immediate Release

Organised by the Hong Kong Breast Cancer Foundation

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Official Radio Station Metro Broadcast

**‘Pink Walk for Breast Health 2019’  
2,000 Plus Pink Walkers Joined at the Peak to  
Raise Awareness of Breast Cancer and Regular Breast Screening**

(Press Release – 27 October 2019) The ‘Pink Walk for Breast Health 2019’ – also Hong Kong’s fifteenth Pink Walk – was held successfully this morning, with 2,000 plus pink walkers flocking the Peak to show support for the work of the Hong Kong Breast Cancer Foundation (HKBCF) in breast screening, breast health education, patient support as well as research and advocacy.

This year’s walkathon rode on the theme of HKBCF’s latest breast awareness campaign – ‘Your Health Means Happiness for Your Family’ – to drum up local support for the implementation of population-wide breast cancer screening in Hong Kong as it would help safeguard local families by lowering breast cancer mortality rate and the number of advanced stage breast cancer cases.

Officiating the kick-off ceremony, Professor Sophia Chan, JP, Secretary for Food and Health said, ‘The HKSAR Government attaches great importance to the prevention and management of cancer. In July, the Food and Health Bureau published the “Hong Kong Cancer Strategy”, the first thorough plan made to address the management and prevention of cancer in Hong Kong. This administration is determined to lower cancer incidence rate, offer effective and timely screening and treatment of cancer to people in need, and provide cancer survivors and their caretakers reliable survivorship support services. Through working together with the Hong Kong Breast Cancer Foundation and our other community partners, we will continue our efforts in promoting health awareness and education in order to mitigate the burden of cancer on Hong Kong.’

Regular breast screening will help women detect breast cancer in the earliest possible time and in turn result in higher survival rate, require less invasive treatments and induce less medical expenses. According to the Hong Kong Breast Cancer Registry (HKBCR) Report No. 11, while the number of local patients undertaking breast screening increased over a 12-year period, there is a growing

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proportion of them undertaking it regularly declined by approximately 10%. Through this annual flagship fundraiser, the HKBCF wishes to promote awareness towards regular breast check-ups and enhance public understanding of breast cancer facts in a community-wide scale.

Mrs Eliza Fok, Chairman of the HKBCF, mentioned in her welcome speech that ‘We founded the HKBCF so that breast cancer patients and their families can get the support they need. To free women from the threat of breast cancer, we have been advocating the implementation of population-wide breast cancer screening in Hong Kong, which we believe would help women detect breast cancer earliest possible. Breast cancer detected at an early stage has an over 90% survival rate and requires easier treatments and lower medical expenses. This consolidates our determination to promote regular screening in the community.’

At the kick-off ceremony, Dr. Polly Cheung, Founder of the HKBCF thanked the guests and participants for the continuous support for our work. Mrs. Eliza Fok, Chairman of the HKBCF and Dr. Polly Cheung were joined by Professor Sophia Chan, JP, Secretary for Food and Health; Dr Tony Ko, Chief Executive of Hospital Authority; Ms. Chan Yuen-han, SBS, JP, Chairperson of the Women’s Commission and Honorary Advisor of the HKBCF, together with HKBCF Ambassadors Ms Bernice Liu, Ms Nancy Sit, Ms Qi Qi in pulling the lever to commence the walk. The scenic route began at Victoria Peak Garden as the walkers passed through Lugard Road and Harlech Road to finish at the Peak Tower. The experience was overall pleasant as the Pink Walkers marched in support of the local breast cancer community.

HKBCF Ambassadors Ms Bernice Liu and Ms Qi Qi shared their tips on being breast aware. They encouraged local women to stick to physical exercise in order to minimise risk of having breast cancer. Chan Yuen Han and HKBCF Ambassador Nancy Sit also shared on stage their sincere reminder which called on women of all ages to undergo breast check-ups.

### **Women neglects the importance of regular screening**

Having embarked on its 15<sup>th</sup> anniversary, ‘Pink Walk for Breast Health’ is a showcase of the campaign’s ever-growing popularity. As citizens have become more aware of the long-term health benefits of physical exercise nowadays, the HKBCF has promoted during the event the connection between healthy living lifestyle and breast health. Breast screening leads to early detection of cancer and early detection saves lives. Based on the HKBCR Report No. 11, the proportion of women who undertook self-breast

examination plunged over the 12-year period between 2006 and 2017. In the meantime, the proportion of women who regularly practicing self-breast examination decreased from approximately 40% in 2006-2008 to 30% in 2015-2017, whereas the proportion of those who underwent mammography screening dropped by 11%. These findings indicated that women were not aware of the importance of breast screening.

If detected early, breast cancer has an over 90% survival rate reach and require less invasive treatments. The HKBCF has been advocating the implementation of population-wide breast cancer screening to mitigate the threat of breast cancer in Hong Kong.

### **Dress Pink to Shine Bling**

Like last year, 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 will also present awards to top individual, team and school fundraisers so as to express our appreciation for their dedicated support.

#### List of Awardees

Individual Top Fundraiser Award - Champion	Mrs. Sandra Mak
Individual Top Fundraiser Award - 1st Runner-up	Mrs. April Chan
Individual Top Fundraiser Award - 2nd Runner-up	Ms Joanne Kwan
Top Fundraiser Award (Team) – Champion	Let's Pink
Top Fundraiser Award (Team) – 1st Runner-up	Watsons Water
Top Fundraiser Award (Team) – 2nd Runner-up	VF Hong Kong
Highest Participation Award (Corporate)	Watsons Water
Highest Participation Award (Team)	Let's Pink
Best Pink Hat Design	Michelle Lee Fung Ming
Best Dressed PINK Award – Individual	Sukina Chan
Best Dressed PINK Award – Partners	Wong Yuet Hung
Best Dressed PINK Award – Kid (aged 10 or below)	Giselle Put
Best Dressed PINK Award – Pet	Kit Leung
Best Dressed PINK Award – Team	Let's Pink

Thanks to the following individual/corporate sponsors and supporting organisations, the Pink Walk for Breast Health 2019 was held successfully:

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This press release is prepared by Above The Line for and on behalf of the Hong Kong Breast Cancer Foundation.

Ms. Jackie Au      Tel : 9855 4100 / 3956 3907      Email : [jackieau@abovetheline.com.hk](mailto:jackieau@abovetheline.com.hk)

Ms. Vivien Wong      Tel : 9756 9742 / 3954 5325      Email : [vivienwong@abovetheline.com.hk](mailto:vivienwong@abovetheline.com.hk)

Hong Kong Breast Cancer Foundation – Media enquiries:

Vincent Fong      Tel : 9310 0652 / 3143 7311      Email [vincentfong@hkbcf.org](mailto:vincentfong@hkbcf.org)

Christopher Chan      Tel : 6874 2285/ 3143 7357      Email [christopherchan@hkbcf.org](mailto:christopherchan@hkbcf.org)

Gum Kam      Tel : 9850 0606  
(Entertainment news)

Photo captions :

1. With the company of HKBCF Chairman Mrs Eliza Fok and Founder Dr Polly Cheung, Professor Sophia Chan, JP, Secretary for Food and Health, together with HKBCF Ambassadors Ms Bernice Liu, Ms Nancy Sit and Ms Qi Qi officiated the grand kick-off ceremony of ‘Pink Walk for Breast Health 2019’. They joined hands in solidarity to show whole-hearted support on breast cancer prevention and encouraged women to engage in exercise regularly to mitigate the risk of breast cancer.



2. At the kick-off ceremony, Professor Sophia Chan, JP, Secretary for Food and Health said, ‘through working together with the HKBCF and our other community partners, we will continue our efforts in promoting health awareness and education in order to mitigate the burden of cancer on Hong Kong.’



- Mrs Eliza Fok, Chairman of the HKBCF, mentioned in her welcome speech, ‘through this annual flagship fundraiser, the HKBCF wishes to promote awareness towards regular breast check-ups and enhance public understanding of breast cancer facts in a community-wide scale.’



- Thousands of Pink Walkers started off the walkathon as guests fired starting gun to mark a perfect kick-off. At The Peak, the winding tracks and lush landscape got swept up in a tide of participants’ exquisite pink-hued hats and T-shirt as the event was filled with liveliness and excitement.



- The winners of Best Dressed PINK Award dressed themselves in the PINKest possible way to outshine other contestants. As they gathered up stage, everyone in the crowd were dazzled by their pink outfits.



- Let's Pink won this year's Highest Participation Award by having participated as a team of remarkably 200 members.





7. More than 2,000 Pink Walkers gathered at the Peak for this year's Pink Walk. It showcases the overwhelming support of people from all walks of life for the work of the HKBCF by breaking the record of total donation amount. The participants crossed their fingers to mimic the pink ribbon sign, a symbol held internationally to represent awareness of breast cancer.

