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Organised by the Hong Kong Breast Cancer Foundation  
Official Radio Station Metro Broadcast

**“Pink Walk for Breast Health 2018”  
2,000 Pink Walkers Gathered at the Peak  
Calling on the Government to Implement Screening Scheme for  
Women at High Risk of Breast Cancer**

(PRESS RELEASE – 21 October 2018) The Hong Kong Breast Cancer Foundation (“HKBCF”)’s annual flagship fundraising event “Pink Walk for Breast Health 2018” was held successfully at the Peak today with almost 2,000 Pink Walkers, their family members, friends and pets there to show their support for the good cause. The HKBCF was very glad to have invited Mr Matthew Cheung Kin-chung, GBM, GBS, JP, the Chief Secretary for Administration as the Guest of Honour at the event. Having embarked on its 14th anniversary, “Pink Walk for Breast Health” bears testimony to the HKBCF’s best endeavours – it has brought together people from all walks of life to promote breast cancer awareness and to join hands to fight breast cancer. The proceeds of the walkathon will fund the HKBCF’s services in breast cancer screening, breast health education, patient support and research & advocacy. Same as past years, Metro Broadcast is the official radio station of the event.

In the opening ceremony, with the company of HKBCF Chairman Mrs Eliza Fok and Founder Dr Polly Cheung, the Guest of Honour, Mr Matthew Cheung Kin-chung, GBM, GBS, JP, the Chief Secretary for Administration and officiating guests including Prof John Leong Chi-yan, SBS, JP, Chairman of the Hospital Authority; Mrs Rita Fan, GBM, GBS, JP, Honorary President of the HKBCF; Ms Chan Yuen-han, SBS, JP, Chairperson of the Women’s Commission and Honorary Advisor of the HKBCF; HKBCF Ambassadors Ms Connie Chan Po-chu, Ms Nancy Sit Ka-yin, Ms Bernice Liu, and Ms Qi Qi attended the ceremony. The HKBCF also invited celebrities Stephanie Cheng, Maggie Fu and Sherman Chung on stage to show their support to fight against breast cancer. The Pink Walkers started off the walkathon upon the starting gun to mark a perfect kick-off.

Mr Matthew Cheung, Chief Secretary for Administration, remarked at the ceremony that the HKSAR Government attaches great importance to the cancer prevention and control in Hong Kong, and in this May has committed to a goal to reduce cancer mortality by 25 percent by 2025. The Government has commissioned the University of Hong Kong to investigate the impact of breast cancer screening on local women at different levels of breast cancer risk and the situation of various risk groups. In the meantime, the Government will keep reviewing relevant research studies and scientific evidence aiming to work out appropriate measures of breast cancer prevention and screening. Mr Cheung also remarked that he would ask the Food and Health Bureau to hasten the research process and work out the priorities for the implementation of breast cancer policies.

**Celebrities encouraged women to conduct regular check for breast health**

Mrs Eliza Fok, Chairman of the HKBCF, mentioned in her welcome speech that from overseas experiences, population-wide breast cancer screening has been proved to be able to reduce the mortality

rate of breast cancer. Working with women affected by breast cancer day-to-day, the HKBCF realises that Hong Kong women need early detection which is the key to effective treatment of the disease. The HKBCF made its first submission to the Government for the phased implementation of population-wide breast cancer screening programme – firstly, to put in place a screening programme for high risk women as per current strategy of the Government; secondly, to implement a district-based pilot scheme for average risk women residing in low-income districts with low breast screening rate and high advance breast cancer incidence rate, and; thirdly, to consider population-wide screening in the mid to long term. In her speech, Mrs Fok urged the Government to step forward immediately in order to improve women’s health, and to give genuine meaning to the concept of the “Pro-child and Pro-family policy”.

Ms Chan Yuen-han, Honorary Advisor of the HKBCF, HKBCF Ambassadors Ms Connie Chan Po-chu and Ms Nancy Sit shared their views on the advantages of population-wide breast cancer screening and how they encouraged their friends to conduct regular breast health check. The other two HKBCF Ambassadors - Ms Bernice Liu and Ms Qi Qi – also shared with the audience their tips of healthy lifestyle and the importance of exercise, given the fact that lack of exercise is one of the high risk factors of developing breast cancer.

Apart from the Ambassadors, “Melody in Mind”, a singing group formed by breast cancer survivors, performed the song “Top of the World” at the ceremony. To reinforce HKBCF’s advocacy for regular check, celebrities Ms Stephanie Cheng, Ms Maggie Fu and Ms Sherman Chung also sung along the HKBCF’s new breast health promotional song - “Check-up for Breast Health”, originally sung by Ms Frances Yip with an aim to deliver the message – “Early detection Saves Lives”!

### **The Best Dressed Pink Awards**

The Best Dressed Pink Awards are the highlights of the event. The awards were bestowed on individuals, teams, couples, pets and kids who attended the event in the most eye-catching outfit. The HKBCF added a new award - the Best Pink Hat Design Award - this year in order to promote breast cancer awareness. Individuals, teams and schools that raised the most money for the event and participated in the largest scale in the event will received Top Fundraiser Award and High Participation Award as well.

### **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	Mrs Aegean Chan Nga
Individual Top Fundraiser Award (Team)	Iris Yu
Individual Top Fundraiser Award (Corporate)	Mavis Chow
Top Fundraiser Award (Team)	Let’s Pink
Top Fundraiser Award (Corporate)	HKSH
Top Fundraiser Award (School)	ISF
Highest Participation Award (Team)	Let’s Pink

Highest Participation Award (Corporate)	Watsons
Highest Participation Award (School)	ISF
Best Pink Hat Design	Connie Wong
Best Dressed PINK Award – Individual	Vanessa Lai
Best Dressed PINK Award – Partners	Victor Chan
Best Dressed PINK Award – Kid (aged 10 or below)	Gabriella Chan
Best Dressed PINK Award – Pet	Angela Yiu
Best Dressed PINK Award – Team	Let's Pink

“Pink Walk for Breast Health 2018” could not have been successful without the support from the following sponsors and supporting organisations:

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**Official Radio Station:**

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**Photo captions:**

1. Guest of Honour Mr Matthew Cheung Kin-chung, Chief Secretary for Administration and Prof Leong Chi-yan, Chairman of Hospital Authority officiated the Kick-off Ceremony of “Pink Walk for Breast Health 2018” in the company of Mrs Rita Fan, HKBCF Honorary President, Ms Chan Yuen-han, Chairperson of the Women’s Commission and HKBCF Honorary Advisor, Dr Polly Cheung, HKBCF Founder, Mrs Eliza Fok, HKBCF Chairman, the HKBCF Ambassadors Ms Connie Chan Po-chu, Ms Bernice Liu, Ms Nancy Sit Ka-yin and Ms Qi Qi. Celebrities Stephanie Cheng, Maggie Fu and Sherman Chung Tsu Man also join the ceremony. Their presence represented the joint efforts of Hong Kong in fighting against breast cancer.







2. Mrs Eliza Fok, Chairman of the HKBCF, mentioned in her welcome speech that the HKBCF made its submission to the Government for the phased implementation of population-wide breast cancer screening programme.



3. The pink walkers went off with a smile on their faces as the guests fired the starting gun.



4. “Let’s Pink” consisting of breast cancer survivors and their family members and friends won the Highest Participation Award for the team category by having more than 200 members showing up at the “Pink Walk for Breast Health 2018”.





5. The Best Dressed Pink Awards were bestowed on individuals, teams, couples, pets and kids who attended the event in the most eye-catching outfit. This year, the HKBCF added a new award - the Best Pink Hat Design Award - this year in order to promote breast cancer awareness.



Best Dressed Pink Award (Pet) was given to Angela Yu and her pet tortoise



Individual Top Fundraiser Award winner Mrs Sandra Mak



Highest Participation Award (Company) winner  
Watsons