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MEDIA RELEASE

BCF, LTA and Moove Media Bring Back Pink Train to Debunk Common Myths Across Thirty-Four Million Commuters Island-wide

- *Guest-of-Honour Ms Sim Ann, Senior Minister of State for Culture, Community and Youth & Communications and Information, officiated the launch of Pink Train 2018 with BCF, LTA and Moove Media, in a collective call for all Singaporeans to conduct regular breast checks.*
- *BCF's Pink Train returns this year with an expanded reach of approximately 34 million island-wide, to reach families, students and working professionals in their daily commutes*

Singapore, 28 September 2018 – As part of Breast Cancer Awareness Month (BCAM) in October, Breast Cancer Foundation (BCF), in partnership with Land Transport Authority (LTA) and Moove Media, will bring back the iconic Pink Train with the message, “Every Woman Matters”. The campaign will return on a larger scale to combat Singapore’s most common cancer among women, strategically targeting an estimated thirty-four million commuters of working professionals, families and students. This will span Singapore’s main transport hubs, business districts as well as key housing estates.

Starting its maiden journey from Bukit Panjang MRT station on the Downtown Line today, the launch of the Pink Train was officiated by Guest-of-Honour, Ms Sim Ann, Senior Minister of State for Culture, Community and Youth & Communications and Information, BCF, LTA and Moove Media representatives, as well as breast cancer survivors and caregivers.

Ms Sim Ann said: “Early detection makes a difference to those affected by cancer. The Pink Train is a reminder that all of us have a role to play in the fight against breast cancer, which affects not just women but also the people around us. By caring for others as a community, we are also making Singapore a more compassionate and inclusive home.”

This year, the train will feature bite-sized information on breast cancer, including practical tips for all to take action and detect the condition early. Additionally, a helpline is shared to encourage those affected by the condition to seek support from available services provided by BCF. The important messaging around breast cancer will be seen across the Downtown Line (via the train’s interior), North-South Line, North-East Line and Circle Line via Dhoby Ghaut and Serangoon MRT stations (through wall murals), and bus interchanges in Bedok and Boon Lay (through wall murals). The themed train is part of LTA’s efforts to support meaningful social causes, while also aiming to create a people-centered public transport network.

Prior to boarding the train, Guest-of-Honour, Ms Sim Ann and guests were welcomed with a celebratory Paddler’s Salute by BCF’s Paddlers in the Pink (dragon boat programme), comprising

breast cancer survivors who demonstrate that with early detection, women can lead full and active lives after breast cancer.

Mrs Noor Quek, President of Breast Cancer Foundation, shared: “We are proud to partner with LTA and Moove Media to tap travel networks across Singapore, and appreciate that LTA is using its ability to reach out to commuters and to care for their health and well-being, using innovative means via the Pink Train, to reach time-strapped professionals as well as families. The information in the train addresses real insights and questions from BCF’s awareness talks, while highlighting critical and actionable steps that the public should take as part of a healthy lifestyle. Beyond regular self-checks by all women, these steps include mammograms, with screening subsidies available such as BCF’s BEAM15 Phase II and the Community Mammobus Programme.”

The myths and facts found on the walls of the MRT train were compiled from actual frequently-asked-questions raised by over 2,500 corporate and community groups’ participants who attended BCF’s complimentary awareness talks last year. To supplement this, practical tips are included for the public to take early detection measures, including screening schedules for women according to their age groups. Men, who play a pivotal role in encouraging women in their lives to take these important steps, are invited to play a part.

The Pink Train is an extension of this year’s Breast Cancer Awareness Month which highlights that ‘Every Woman Matters’ and should take steps to protect their health, as breast cancer does not discriminate. It also informs commuters of the available support that BCF provides to the community, as well as to women and caregivers who are impacted by breast cancer.

When the Pink Train made its debut in 2016, relevant messaging was found on selected carriages of trains along the North South and East West line, with the #SayBreast online campaign that saw digital outreach of 162,984 people.

Funding assistance for mammograms are available. For more information on support from BCF, please call the helpline at 6352 6560 or visit BCF’s website at www.bcf.org.sg

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About BCF

Breast Cancer Foundation (BCF) is a non-profit organisation with the mission to eradicate breast cancer as a life-threatening disease. Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications that advocate early detection through regular screening, as well as supporting survivors and their families through various befriending and training activities. As one of the few advocacy groups in the world with a Men's Support League that was integrated with Caregiver Support Group in year 2017, BCF aims to encourage greater male participation in society's fight against this affliction.

For more information, please visit www.bcf.org.sg. For updates on BCF's latest work and initiatives, follow BCF at @bcf.pink (Facebook) and @bcfsg (Instagram).

BEAM15 Phase II

Women in Singapore are encouraged to take up the fully paid-for screening mammogram under the Breast Cancer Foundation Encouragement for Active Mammograms (BEAM15) Phase II, an initiative by Breast Cancer Foundation, in collaboration with Health Promotion Board. The screening, which is offered at mammogram centres under the Screen for Life programme, will benefit women between the ages of 50 and 69 years, who have a valid Community Health Assist Scheme (CHAS) card and who have never had a screening mammogram before or whose most recent screening mammogram was more than two years ago.

Community Mammobus Programme

Breast Cancer Foundation will also continue to champion the Community Mammobus Programme (CMP) in October, launched together with Singapore Cancer Society and National Healthcare Group Diagnostics. The initiative brings to life the important message of early detection through providing funding assistance by making screening mammograms at no charge to first-time Singaporean screeners exclusively on the Mammobus. A nominal fee for women who are not first-time participants applies. This is deployed to various locations across Singapore throughout the year as well.

For more information, please visit: <https://bit.ly/2vkOJmQ>

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