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MEDIA RELEASE

**Breast Cancer Awareness Month officially launches at
Pink Ribbon Walk 2018 with a mass dance to
raise awareness for breast cancer**

- *Ms Indranee Rajah, Minister in Prime Minister's Office, Second Minister for Education and Finance, and newly appointed Patron of BCF, flagged off participants at Singapore's largest event dedicated to raising awareness for breast cancer*
- *The event's highlight, Pink Ribbon Groove, saw close to 1,900 participants groove to a special dance to symbolise the more than 1,900 women diagnosed with breast cancer each year*



(Above: Participants joining in the Pink Ribbon Groove mass dance, which includes songs and moves from Singapore's diverse ethnicities, encapsulating the solidarity amongst breast cancer survivors and their community)

Hi-res images may be downloaded here: <http://bit.ly/PinkRibbonWalk2018>

Singapore, 6 October 2018 – Breast Cancer Foundation (BCF), today launched Breast Cancer Awareness Month (BCAM) with Pink Ribbon Walk 2018, supported by BCAM organising committee members comprising Health Promotion Board (HPB), National Cancer Centre Singapore (NCCS), National University Cancer Institute, Singapore (NCIS) and Singapore Cancer Society (SCS).

Held at Singapore Sports Hub (Official Venue Partner) this year, Pink Ribbon Walk is Singapore's largest and also BCF's signature event dedicated to raising awareness and showing support for those affected by breast cancer. The event was graced and flagged off by Guest-of-Honour Ms

Indranee Rajah, Minister in Prime Minister's Office, Second Minister for Education and Finance, and Patron of BCF.

Move and Groove for Breast Cancer Awareness

For the first time at Pink Ribbon Walk, close to 1,900 participants sported pink caps in the Pink Ribbon Groove¹, a mass dance led by survivors, caregivers, volunteers, and organising committee members of BCAM. The 1,900 caps symbolised the more than 1,900 women each year who are diagnosed with breast cancer in Singapore². The dance includes songs and moves from Singapore's diverse ethnicities to encapsulate the solidarity amongst breast cancer survivors and their community, reinforcing BCAM's theme, "Every Woman Matters". The full campaign video can be found at: www.bit.ly/bcam2018tvc. In addition to the dance, participants took part in the event's signature 3.5km Walk and 5km Fun Run.



(Above, L-R: BCF's President, Mrs Noor Quek, presenting token of appreciation to BCF Patron Ms Indranee Rajah at Pink Ribbon Walk 2018)

Ms Indranee Rajah, Minister in Prime Minister's Office, Second Minister for Education and Finance, and Patron of BCF said: "I am blown away by the amazing spirit displayed today at my first event as BCF's Patron. My sister passed away from breast cancer, so this is a very meaningful cause to me. Breast cancer affects not only the body, but also the mind. Emotional support is crucial, which is why family, friends, and support groups such as those offered by BCF make a huge difference in the fight against breast cancer, as well as early detection through regular breast checks. Seeing the turnout today is a wonderful sign of encouragement and I am heartened by the work that BCF has been doing in our community to save lives and breasts."

¹ Full choreography of the dance can be viewed at: www.goo.gl/BcqAA1

² Statistic from National Registry of Disease Office

Men and Corporations Walking in Solidarity



(Above: Participants await the flag-off of Pink Ribbon Walk 2018)

Another highlight for this year's event was the role of men and corporations in participating and walking alongside women and female employees to show solidarity for breast cancer survivors and caregivers. It emphasises the significance of their roles in encouraging women to care for their breast health. BCF encourages men and corporations to promote early detection by empowering and encouraging the women in their lives to take charge of their health through reminders of regular breast-checks.

Every Woman Matters



(Above: 14-year-old singer, Natanya Tan, performing for participants of Pink Ribbon Walk 2018)

This year's Pink Ribbon Walk was made more significant with the BCAM theme, "Every Woman Matters", a reminder that women take on many roles in the community as mothers, daughters, sisters, working professionals, caregivers and more. Based on the 2017 cancer registry report, it

was estimated that 1 in 14 women in Singapore will develop the condition before the age of 75³. Despite the prevalence of the condition, less than 40 per cent of eligible women in Singapore have participated in crucial screening mammogram⁴.

Mrs Noor Quek, President of Breast Cancer Foundation, shared: “We are proud to unite the community at Pink Ribbon Walk 2018 with over 4,000 registered participants this year, the highest number of registrations in the past four years. With breast cancer remaining the most common form of cancer for women in Singapore, it is inspiring to see women from all walks of life stand in solidarity for the cause and demonstrate that “Every Woman Matters” in the fight against breast cancer while sharing the importance of early detection of breast cancer through regular breast-checks.”

Community Mammobus Programme

A Mammobus was present at Pink Ribbon Walk, bringing to life the message of early detection by offering screening mammograms. It will continue to be deployed to locations across Singapore throughout the year. To learn more about the Community Mammobus Programme and view the deployment schedule, visit: www.bcf.org.sg/our-services/#section-community-mammobus-programme. You may also contact BCF at (65) 6352 6560 or email enquiries@bcf.org.sg.

BCAM 2018

Following Pink Ribbon Walk 2018 and the breakthrough Pink Train initiative, BCAM marches on with sustained activities for the rest of the month including the Wear The Pink Ribbon (WTPR) Campaign 2018, which encourages Singaporeans to don the newly designed commemorative Pink Ribbon Pins. To participate in BCAM, please visit BCF’s website www.bcf.org.sg.

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³ Statistic from National Registry of Disease Office

⁴ Statistic from the Health Promotion Board

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).

For media enquiries, please contact:

Shona Williams

Golin

Tel: (65) 6551 5443 / (65) 9025 8156

Email: swilliams@golin.com

Low Jian Hung

Golin

Tel: (65) 6551 5442 / (65) 9191 3839

Email: jlow@golin.com