

**EMBARGOED TILL 24 SEPTEMBER 2018, 10.30AM**

## **MEDIA RELEASE**

### **Breast Cancer Awareness Month 2018 launches with the theme 'Every Woman Matters'**

- *The month of October will highlight that breast cancer can happen to any woman, while reinforcing the importance of early detection*
- *BCF unveils Young Women's Network to help achieve better outcomes for women around breast cancer*
- *This year will also shine a spotlight on the lesser-known role of men, healthcare organisations, communities and corporations in supporting a woman's fight against breast cancer*

**Singapore, 24 September 2018** – October is recognised worldwide as Breast Cancer Awareness Month (BCAM). Each year, BCAM's organising committee, comprising of Breast Cancer Foundation (BCF), Health Promotion Board (HPB), National Cancer Centre Singapore (NCCS), National University Cancer Institute Singapore (NCIS) and Singapore Cancer Society (SCS), will organise a series of events and activities to raise awareness for breast cancer. Through BCAM, the organising committee aims to spread the message that early detection of the condition can save lives, breasts and families [see Appendix B and C for full details of this year's activities].

BCF, a non-profit organisation with the mission to eradicate breast cancer as a life-threatening condition, and chair to this year's BCAM organising committee, hosted a **press conference** today at Singapore Sports Hub (Official Venue Partner) together with BCAM organising committee members. The press conference is a **soft-launch** of the upcoming BCAM in October with this year's theme, **'Every Woman Matters'**, unveiled alongside breast cancer survivors, caregivers, corporate partners and volunteers.

The **official launch** of BCAM will take place at BCF's signature event, **Pink Ribbon Walk**, on 6 October 2018, and will be officiated by BCF's new patron, Ms Indranee Rajah, Minister, Prime Minister's Office, Second Minister for Finance and Education.

### **Every Woman Matters**

Breast cancer is the most common form of cancer for women in Singapore. Based on the latest cancer registry report released in 2017, it was estimated that 1 in 14 women in Singapore will develop the condition before the age of 75<sup>1</sup>. Despite the prevalence of the condition, less than 40%

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<sup>1</sup> Statistics from the National Registry of Disease Office



of eligible women in Singapore have participated in crucial screening mammogram<sup>2</sup>. These findings signify that breast cancer can happen to anyone, and every woman matters in the fight against it.

With the theme “Every Woman Matters”, BCAM 2018 Organising Committee aims to portray the important truth that it could happen to any woman, while also encouraging all women to take necessary early detection measures to tackle the condition across all age groups. Mrs Noor Quek, President, Breast Cancer Foundation added as well in her speech, “*So ladies, go do it. You won’t regret it.*” The campaign will also go by #EveryWomanMatters to spread the word on social media.

This year’s BCAM campaign is also supported by the insights from BCF’s nationwide Situation and Needs Assessment Survey conducted in 2017<sup>3</sup>, which revealed that 27% of the women surveyed neither conducted breast self-examinations nor participated in medical checks, although 90% of survey participants perceived breast cancer to be dangerous, with many recognising the importance of breast checks. In line with this, a **television commercial (TVC)** will be rolled- out nation-wide in partnership with creative partner, DDB Group Singapore and supported by Mediacorp Cares. The TVC will feature **cast in their 20s to 80s from all walks of life** who are **breast cancer survivors, caregivers** and **volunteers** of BCF to raise awareness about the condition. The full TVC can be viewed at: <http://bit.ly/bcam2018tvc>

### **BCF’s Young Women’s Network**

As part of the next steps following BCF’s Situation and Needs Assessment Survey in 2017, **Young Women’s Network (YWN)** was launched by BCF to meet the evolving needs and challenges facing a younger demographic of women battling breast cancer. A first of its kind in Singapore, YWN aims to engage and support women aged 44 and below who are newly diagnosed with the condition. It is an extension to BCF’s existing support group programme to provide an understanding and caring environment conducive for young women who are affected by breast cancer – through a peer-to-peer model via digital platforms such as social media and mobile devices. With YWN, BCF hopes to reach 19.1% of the total number of breast cancer incidences in Singapore where women aged 44 and below are diagnosed<sup>4</sup>.

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<sup>2</sup> Source: Statistic from the Health Promotion Board

<sup>3</sup> 1,005 women and 980 men took part in this survey conducted by BCF in partnership with Blackbox Research Pte Ltd in 2017

<sup>4</sup> Singapore Cancer Registry, Annual Registry Report 2015

## **Men and Corporations Joining the Fight**

Beyond detection, this year's BCAM also seeks to highlight the often-overlooked role of men and corporations. When a woman is down with breast cancer, everyone in her life is affected – including her husband, son, father, employers and colleagues. In conjunction with this, BCF launched **Wear The Pink Ribbon (WTPR) Campaign** this year with a **special edition Pink Ribbon Pin** designed by DDB Group Singapore, as a symbol of solidarity – that #EveryWomanMatters, as well as every man and corporation standing in support for them [see Appendix B for details of the new Pink Ribbon Pin design]. The campaign will also encourage social media users to wear the pin and share about it with #WearThePinkRibbon2018.

Wearing the Pink Ribbon Pin represents the act of pledging support and hope for women who are diagnosed, or living with breast cancer. This also includes men, who should encourage the women in their lives to go for regular breast screenings [see Appendix A for subsidised screening programmes] and/or be the pillar of strength to their female loved ones who are diagnosed with the condition. Corporations can also promote good breast health practices by advocating for early detection through empowering women in the workplace to adopt breast cancer screening as part of their regular health routine. Workplace support for those undergoing treatment, including compassionate understanding of their medical situations, as well as being knowledgeable about the topic of breast cancer, are crucial too.

Ms Teena Pisarev, CEO, Icon SOC, sponsor of WTPR Campaign, added, *“Breast cancer is the number one cancer among women in Singapore. As one of the largest cancer care providers on the island, Icon SOC is proud to be involved in BCF’s Wear the Pink Ribbon Campaign. To be supporting an activity that raises awareness and funds for the many women who receive treatment, not only in our clinics, but across Singapore every year is a privilege,”* said Teena Pisarev, Icon SOC CEO. *“We encourage other corporate organisations to join us in ensuring strong support and services for those facing one of the toughest battles of their lives.”*

[End]



## **About Breast Cancer Foundation**

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](http://www.bcf.org.sg). For updates on BCF's latest work and initiatives, follow BCF at @bcf.pink (Facebook) and @bcfsg (Instagram).

## **About Health Promotion Board**

The Health Promotion Board was established as a statutory board under the Ministry of Health, Singapore, in 2001 with the vision of building "A Nation of Healthy People". The Health Promotion Board aims to empower the people of Singapore to attain optimal health, increase the quality and years of healthy life and prevent illness, disability and premature death. As the key agency overseeing national health promotion and disease prevention programmes, HPB spearheads health education, promotion and prevention programmes as well as creates a health-supportive environment in Singapore. It develops and organises relevant health promotion and disease prevention programmes, reaching out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents. Its health promotion programmes include nutrition, mental health, physical activity, smoking control and communicable disease education. HPB also promotes healthy ageing, integrated health screening, and chronic disease education and management.

More information can be found at [www.hpb.gov.sg](http://www.hpb.gov.sg).

## **About National Cancer Centre Singapore**

National Cancer Centre Singapore (NCCS) provides a holistic and multi-disciplinary approach to cancer treatment and patient care. We treat almost 70 per cent of the public sector oncology cases, and they are benefiting from the sub-specialisation of our clinical oncologists. To deliver among the best in cancer treatment and care, our clinicians work closely with our scientists who conduct robust cutting-edge clinical and translational research programmes which are internationally recognised.



NCCS strives to be a global leading cancer centre, and shares its expertise and knowledge by offering training to local and overseas medical professionals.

More information can be found at [www.nccs.com.sg](http://www.nccs.com.sg).

### **About the National University Cancer Institute, Singapore**

The National University Cancer Institute, Singapore (NCIS), a national specialty centre offers a broad spectrum of cancer care and management covering both paediatric and adult cancers, with expertise in prevention, screening, diagnosis, treatment, rehabilitation and palliative care. The Institute adopts a multi-disciplinary approach to develop a comprehensive and personalised plan for each cancer patient and his or her family. NCIS draws on the expertise of its specialists in the fields of haematology-oncology, radiation oncology, gynaecologic oncology, paediatric oncology, surgical oncology, oncology nursing, oncology pharmacy, palliative care, pathology, radiology, medical specialties including gastroenterology and hepatology, infectious diseases, pulmonary and critical care, psychiatry, epidemiology and public health as well as other allied health sciences. NCIS is a member of the National University Health System (NUHS).

NCIS is also home to the Cancer Therapeutics Research Group, one of the few academic early phase cancer clinical trial groups spanning leading academic centers in Singapore, Hong Kong, Korea, Australia, and Taiwan. Its strength in research allows patients to access drugs and devices before they are commercially available. NCIS is closely affiliated with the Cancer Science Institute of Singapore, National University of Singapore.

More information can be found at [www.ncis.com.sg](http://www.ncis.com.sg).

### **About Singapore Cancer Society ([www.singaporecancersociety.org.sg](http://www.singaporecancersociety.org.sg))**

Established in 1964, Singapore Cancer Society is a self-funded voluntary welfare organisation which provides patient care services to needy cancer patients through its welfare, hospice home care, financial assistance for cancer treatment and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes.

More information can be found at [www.singaporecancersociety.org.sg](http://www.singaporecancersociety.org.sg).



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## Appendix A: Screening Programmes in Singapore

### 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>

### Screen for Life Programme

To further encourage women to go for a screening mammogram, Health Promotion Board has made screening affordable and accessible through Screen for Life's BreastScreen Singapore (BSS) programme. Under the BSS programme, asymptomatic women who are Singapore Citizens and Permanent Residents, 50 years and above, and who have not had a screening mammogram in the last two years, are encouraged to go for screening mammogram which is subsidised at participating mammogram centres under Screen for Life.

### SCS FIT50 Programme

Under the Singapore Cancer Society FIT50 programme, eligible women in Singapore who turn 50 years old will benefit from fully paid-for screening mammograms at the mammogram centres under HPB's Screen for Life.

### SCS \$25 Funding Assistance for Mammogram Screening

For women who are not eligible for the BEAM15 Phase II, SCS will provide funding assistance of \$25 towards their screening mammogram. To enjoy the funding assistance, eligible women are advised to make their appointments at participating breast screening centres by 30 November 2018 and have their screening mammogram done by 31 January 2019.

A total of 53 breast screening centres that include polyclinics and private screening centres are participating in this programme.

For a full listing of the clinics, please visit <http://bit.ly/scsbcam2018>

Screening Programme	Target Audience	Period	Locations	Benefit	Funding Mechanism
BCF BEAM15 Phase II*	Women aged 50-69 years old with valid CHAS	Year Long	All Polyclinics with Mammography Facilities	No Charge for screening mammogram	After prevailing government subsidies (BSS, PG), BCF and SCS will pay for the remaining charges as gap funding for screening tests so that eligible participants do not need to pay any amount for the screening tests
SCS Clinic at Bishan			SCS Clinic at Bishan		
Community Mammobus Programme	Female Singaporeans and Permanent Residents aged 40-69	Year Long	NHGD Mammobus	Up to Funding Assistance of \$50	After prevailing government subsidies (BSS, PG), BCF, SCS and NHGD will pay for the remaining charges as gap funding for screening test so that eligible first time Singaporeans do not need to pay any amount for the screen
SCS \$25 Funding Assistance#		1 Oct 2018 till 31 Jan 2019	All Polyclinics with Mammography Facilities and Participating Breast Screening Centres	Funding assistance of \$25+	SCS will contribute \$25 towards the screening test cost after prevailing government subsidies have been applied at SFL breast screening centres. SCS will also contribute \$25 towards the screening test cost at participating private breast screening centres. This will enable eligible women to benefit from the screening mammogram at reduced cost during the campaign.

\* Available at all polyclinics with mammography facilities.

# Available at all polyclinics with mammography facilities and participating private screening centres.

+ Screening mammogram charges vary across service providers. One can expect to pay between \$50 and \$200 before the funding assistance.



## Appendix B: Details of Wear The Pink Ribbon (WTPR) Campaign 2018 commemorative Pink Ribbon Pin

The commemorative Pink Ribbon Pins for WTPR 2018 have been re-designed to convey the theme, “Every Woman Matters”.

**FLOWERS BLOSSOM together**

We rose against all odds and now we shall further raise breast cancer awareness. For our loved ones, and many others in need.

Because breast cancer doesn't discriminate; we're all equal in its eyes. Regardless of race, belief or social status.

This pin reminds us that Every Woman Matters, as does every man standing in support. Let it also prompt us to do regular mammograms and breast self-exams. With early detection, we can save lives, save breasts.

**OUR STRENGTH STEMS FROM UNITY.**

This year, our theme is to love all and help all. The pink rose represents love, faith and gratitude. By wearing this pin, it signifies our solidarity with breast cancer survivors and also our endearing support for caregivers who have given their time and love.

**EARLY DETECTION SAVES LIVES, SAVES BREASTS.**

	20 – 39 YEARS	40 – 49 YEARS	50 YEARS & ABOVE
Monthly breast self-examination	👤	👤	👤
Annual clinical breast examination by healthcare professional		👤	👤
Mammogram		👤	👤

\*Unless otherwise specified by your doctor

**"PIN IT TO WIN IT" 📷 PHOTO CONTEST**

Simply post a photo of yourself wearing this pin and tag a friend. Remember to hashtag #WearThePinkRibbon2018 and #bcfsg. More details on BCF's Facebook/Instagram page. T&C apply.

SPONSOR: **ICON** OFFICIAL LOGISTICS PARTNER: **KERRY LOGISTICS** CREATIVE PARTNER: **DDB** Group Singapore

**BREAST CANCER FOUNDATION**  
 6352 6560 enquiries@bcf.org.sg facebook.com/bcf.pink @bcfsg

The pins are available in the following two designs:

	<p><b>\$2 donation to BCF</b></p> <p>The new Pink Ribbon Pin design surrounding the theme “Every Woman Matters”.</p>
	<p><b>\$5 donation to BCF</b></p> <p>The new Pink Ribbon Pin design, in a special edition version with an additional gem, and with a stroke of grey representing men’s involvement in the fight against breast cancer.</p>



## **'Pin It To Win It' Photo Contest organised by Breast Cancer Foundation**

**1 to 31 October 2018**

**@BCFSG on Facebook and Instagram**

Wear a Pink Ribbon Pin and be spotted for a chance to win attractive prizes in BCF's 'Pin It To Win It' photo contest! Simply post a photo of yourself wearing a Pink Ribbon Pin and tag a friend. Remember to set your post to public and hashtag #WearThePinkRibbon2018 and #BCFSG on Facebook and Instagram to win attractive prizes!

Pink Ribbon Pins will be made available at over 250 participating retail outlets island wide. For more information, visit <http://pinkribbonsingapore.org>.



## Appendix C: Events for Breast Cancer Awareness Month 2018

### Events

#### **Pink Ribbon Walk 2018 by Breast Cancer Foundation**

**Saturday, 6 October 2018, 4pm to 8pm, Singapore Sports Hub, OCBC Square, 5 Stadium Drive, Singapore 397631 (Stadium MRT Exit A, in front of Kallang Wave Mall)**

This October, celebrate the annual Breast Cancer Awareness Month (BCAM) by forming a sea of pink at Pink Ribbon Walk! The event will see the official launch of BCAM by BCF's new patron, Ms Indranee Rajah, Minister, Prime Minister's Office, Second Minister for Finance and Education, together with BCAM organising committee members.

Pink Ribbon Walk is a BCF's signature and also Singapore's largest event dedicated to raising awareness about breast cancer, showing support for those affected by the condition, as well as reinforcing the importance of a healthy lifestyle! Put on your sports shoes for either a 3.5km Walk or 5km Fun Run.

Before the walk, groove and move for breast health and be part of a **record-setting dance, Pink Ribbon Groove** that will see the most number of people in Singapore to wear a pink cap and participate in the largest dance to raise breast cancer awareness. Share memories with #PinkRibbonWalkSG.

Registration is now open, and more information is available at [www.pinkribbonwalk.sg](http://www.pinkribbonwalk.sg).

In addition, as part of a Community Mammobus Programme initiative launched with Singapore Cancer Society and National Healthcare Group Diagnostics, first-time Singaporean participants will be able to receive a **screening mammogram at no charge\***, with a nominal fee for eligible repeated screeners on the Mammobus during the event.

Take action for your health and register now for a screening mammogram by sending an email to [aryani@bcf.org.sg](mailto:aryani@bcf.org.sg) or call +65 6933 4742.

*\*Pre-registrations are required, and slots are limited on a first-come-first-served basis. Terms and conditions apply.*

#### **Khoo Teck Puat Hospital Public Forum supported by Breast Cancer Foundation & Singapore Cancer Society**

**29 September, Sat, 8.00am – 12.00pm, Khoo Teck Puat Hospital, Learning Centre, Tower B, Level 1**

The "Stay in the Pink of Health" Public Forum will see a skit on the Breast Screening & Early detection and Breast Surgeons, Clinical Psychologists, Dietitians, Breast Cancer Survivors discussing various topics surrounding Breast Cancer.

Mandarin Session: 8:30am to 10:00am (Registration start at 8:00am)

English Session: 10:30am to 12:00pm (Registration start at 9:30am)

Register via [www.ktph.com.sg/bcam2018](http://www.ktph.com.sg/bcam2018) and call 6602 3388.



## Stay in the Pink of Health by Breast Cancer Foundation

**23 September, Sat, 9.00am – 3.30pm, Bugis+, Level 1**

Schedule for a screening mammogram at no charge\* at Bugis+ and join us in our Zumba and kickboxing workouts\*!

Zumba: 11.00am – 12noon

Kickboxing: 2.30pm – 3.30pm

For more enquiries, please call 6933 4742 or email [aryani@bcf.org.sg](mailto:aryani@bcf.org.sg).

\*Pre-registration is required, terms and conditions apply.

## Singapore General Hospital & Sengkang General Hospital Educational Booths on breast cancer supported by National Cancer Centre Singapore

**1 – 5 October, Mon to Fri, 9.00am – 3.00pm, Singapore General Hospital, SOC Entrance outside Kaki Makan and Sengkang General Hospital, Ground Level, Community Heart**

## Tan Tock Seng Hospital Public Forum

**6 October, Sat, Tan Tock Seng Hospital Level 1 Theatrette, 9:00am – 12:00pm**

Tan Tock Seng Hospital would be organising a public forum to discuss about genetics and breast cancer risk, the management of women with higher than average risk, traditional Chinese medicine during breast cancer treatment.

To register, please call 6357 7835 or email [pamela\\_jw\\_yeo@ttsh.com.sg](mailto:pamela_jw_yeo@ttsh.com.sg).

## KK Women's and Children's Hospital Roadshow

**6 October, Sat, Toa Payoh Hub Atrium, 10:00am – 4:00pm**

Held in conjunction with Breast Cancer Awareness Month 2018, the KK Women's and Children's Hospital's Breast Department will be organising a roadshow at Toa Payoh Hub Atrium. Regular breast screening can pick up breast cancer in its early stage when it's most treatable. Learn how to identify breast cancer early, treat it, and be empowered with the right knowledge to beat breast cancer.

## Sengkang General Hospital Public Forum: Breast Cancer - Facts and Myths supported by National Cancer Centre Singapore

**6 October, Sat, 9.00am – 11.00am, Sengkang General Hospital, Auditorium**

To register, please call 6930 6005 (Monday to Friday, 9.00am to 7.00pm).

## Sengkang General Hospital CancerWise Workshop: Breast Self-Examination - How to do it right supported by National Cancer Centre Singapore



**6 October, Sat, 11:30 am – 12:30 pm, Sengkang General Hospital, Auditorium**

To register, please call 6930 6005 (Monday to Friday, 9.00am to 7.00pm).

**Public Forum: Breast Cancer by National Cancer Centre Singapore**

**13 October, Sat, 10.00am – 12.00pm, National Cancer Centre Singapore, Level 4, Peter & Mary Fu Auditorium**

To register, please call 6225 5655 (Monday to Friday, 8.30am to 5.30pm).

**CancerWise Workshop: Care of Arm and Management of Lymphoedema by National Cancer Centre Singapore**

**13 October, Sat, 1.30 pm – 3.30 pm, National Cancer Centre Singapore, Level 4, Peter & Mary Fu Auditorium**

To register, please call 6225 5655 (Monday to Friday, 8.30am to 5.30pm).

**Zumba and Movie in the Gardens by National Cancer Centre Singapore (Movie: Mary Poppins)**

**20 October, Sat, 6.00pm – 10.00pm, Singapore Botanic Gardens, Eco Lake Lawn (enter via Bukit Timah Gate)**

Join us for fitness and fun Zumba at 6pm before the movie screening at 7.30pm!

**Pink Ribbon Line Dance by National University Cancer Institute, Singapore**

**20 October, Sat, 11.00am – 1.00pm, Bukit Timah Community Centre**

To register, please call 6772 5859 or email [ncis\\_events@nuhs.edu.sg](mailto:ncis_events@nuhs.edu.sg).

**Breast Reconstruction Awareness Singapore (BRAS) symposium supported by Breast Cancer Foundation**

**27 October, Sat, 9.30am – 1.00pm, Mount Elizabeth Novena Hospital, Auditorium Level 9**

Participants who will find this symposium useful include:

- Individuals who work with women with breast cancer, such as breast care nurses, counsellors, staff from breast clinics and societies such as Breast Cancer Foundation and Singapore Cancer Society.
- Women and men who are interested to find out more about breast cancer, its treatment and reconstruction options.

For more information, please contact BRAS at [ask@bras.org.sg](mailto:ask@bras.org.sg).

## Other Activities

**Shop for a Cause (See <http://bit.ly/bcfshopforacause2018> for respective retailer collaterals)**

In support of the breast cancer cause, several retailers and corporations have come together to raise funds going towards BCF's goal of eradicating breast cancer as a life-threatening condition.

Partner	Mechanics
amyt.fleur	An online florist, amyt.fleur will show their support for breast cancer awareness with a special "Pretty in pink" bouquet (S\$120 each). From 1 Oct 2018 to 30 Sep 2019, 15% of gross sales from this bouquet will be donated to BCF.
Banyan Tree	Banyan Tree continues to extend its support for breast cancer awareness by pledging 15% of gross sales from 2,000 pieces of its limited edition Lotus Wraps (US\$8 each) to BCF. The wraps, woven from recycled plastic bottles and designed in collaboration with local botanical artist Lucinda Law, will be made available at its online store, and also at Banyan Tree Bangkok and Phuket. All proceeds will go towards BCF to advocate life-saving awareness and support to women and families affected by breast cancer.
Barcode Marketing Pte Ltd (Pazzion)	In supporting Breast Cancer Foundation in the fight against breast cancer, Pazzion will be donating 30% of the nett proceeds from the sale of its limited edition Peony Bow Flats (retailing at S\$79 each). This shoe is made exclusively for the PAZZION BCF Campaign, lasting from 1 to 31 Oct 2018.
Bridgestone	A long-term supporter of BCF, Bridgestone fundraise and spread breast cancer awareness. From 1 Aug to 31 Oct 2018, pink tyre valve caps are sold at \$4 each (for 4pcs) alongside donation boxes at various participating Bridgestone dealers and business partners' stores. 100% of gross proceeds would go towards BCF. A fundraising charity dinner was also organised by Bridgestone on 16 Sep 2018, and full proceeds from sale of tables and cash donations were channelled to BCF as the beneficiary.
CNP Laboratory	CNP Cosmetics Singapore Pte Ltd joins the fight against breast cancer with their latest campaign, 'Get in the #PinkofHealth with CNP Laboratory!' The latest addition to their extensive range of derma products, Vita-B Energy Ampule and Vita-B Energy Gel Cream (priced \$48.90 and \$54.90 respectively), are available exclusively at selected Guardian stores and CNP Online Store at <a href="http://cnpcosmetics.com.sg">http://cnpcosmetics.com.sg</a> . From 1 May 2018 to 30 Apr 2019, 10% of all nett proceeds from the Vita-B Series will go to BCF.
Hard Rock Cafe Singapore	Hard Rock Cafe introduces a Pink Buffet Package in support of breast cancer awareness, where 15% of the proceeds will go towards BCF. The Pink Buffet Package is available from 1 Sep to 31 Oct 2018.
Kah Motor Co. Sdn. Bhd.	Honda distributor Kah Motor joins in the fight against breast cancer with the 'Honda Supports BCF' campaign running from 1 Oct 2018 to 31 Jan 2019. Sales of limited edition designed canvas tote bags are available at \$10 each and can be purchased from Honda's Service Centres ( <a href="http://www.honda.com.sg/cars/contact.htm">http://www.honda.com.sg/cars/contact.htm</a> ) island-wide. All sales proceeds and donations collected will go to strengthening BCF's support programmes and amplifying breast cancer awareness.
TAG Heuer	From 1 to 31 Oct 2018, TAG Heuer, Swiss watchmaker since 1860, will pledge 5% of the sales* of their timepieces from the three TAG Heuer Singapore boutiques (Wisma, ION and Marina Square) to BCF, to help promote breast cancer awareness. TAG Heuer will also donate a Carrera Lady Rose Gold & Diamonds to BCF for a silent auction event on 16 Oct 2018 held at the TAG Heuer Wisma boutique. *T&Cs apply
Wacoal	This year, in support of breast cancer awareness month, Wacoal will donate S\$0.50 to BCF for every measurement fitting done for customers from 1 to 31 Oct 2018. Proceeds will go towards helping BCF to expand breast cancer outreach and support.