



BREAST CANCER FOUNDATION TO UNVEIL BREAST SELF-EXAMINATION NURSERY REMINDER AT PINK RIBBON WALK 2019

Stepping up its efforts to encourage women to take charge of their health, BCF is unveiling a breast self-examination nursery reminder campaign called 'Molly Monkey Sings and Saves' at its flagship Pink Ribbon Walk 2019

Singapore, 27 September 2019 - Breast Cancer Foundation (BCF) kickstarts the annual Breast Cancer Awareness Month (BCAM) with a nation-wide launch of a new audio-visual breast self-examination campaign entitled '**Molly Monkey Sings and Saves**' at **Pink Ribbon Walk 2019**. There will also be an attempt to break the **Singapore Book of Records for the largest display of paper Camellias** at Pink Ribbon Walk.



Above: 'Molly Monkey Sings and Saves' Breast Self-Examination Nursery Reminder Campaign performance. BCF partnered creative agency DDB Group Singapore and Bridgestone Asia Pacific to launch the campaign, which aims to promote early breast cancer detection, while encouraging women to take charge of their health through regular breast self-checks.

Hi-res photos can be downloaded from this link: <http://po.st/PRW2019>.

Noor Quek, BCF President comments on this year's approach, "As women, we tend to put the needs of others above ours. Through the nursery reminder campaign and our other initiatives this year, we hope to drive home the message that in order to take care of your children and your loved ones, it's important for you to take care of yourself and your health first."



Left: Pink Ribbon Walk participants at the start of the 5KM run. **Right:** Guest of Honour Minister for Education Mr Ong Ye Kung, pictured with BCF President Mrs Noor Quek and BCF's Paddlers In The Pink.

'MOLLY MONKEY SINGS AND SAVES' NURSERY REMINDER

Kids are the apple of every parent's eye. Enlisting the help of kids, BCF is partnering creative agency **DDB Group Singapore** and **Bridgestone Asia Pacific** to launch the **Breast Self-Examination Nursery Reminder** campaign to promote early breast cancer detection, while encouraging women to take charge of their health through regular breast self-checks.

The campaign was developed in response to the insight in a survey by BCF that though 90% of Singaporeans regard regular breast checks to be important, and consider breast cancer to be dangerous, **only 45% of women perform breast checks regularly**. The nursery reminder, sung to the familiar tune of "Wheels on the Bus", will contain phrases like "up and down" and "round and round", phrases that illustrate the patterns of a breast self-examination. Its aim is to break down the steps of a breast self-examination so they can be easily remembered while serving as a unique reminder for women to make it a lifelong habit.

BCF General Manager David Fong says, 'Molly Monkey Sings and Saves' is not just a fun nursery rhyme. It's essentially a mnemonic that could save your life. Each time you hear the tune, we want it to remind you to do your self-examination."

'Molly Monkey Sings and Saves' will debut at Pink Ribbon Walk 2019, performed by talents from **MindChamps PreSchool**. It will also be available in the form of a sing-along music video and an illustrated storybook as part of fundraising and outreach efforts. The full video will be available on Youtube (BCF Singapore) and bcf.org.sg/nurseryreminder.

PINK RIBBON WALK 2019



Returning for the 12th year, **Pink Ribbon Walk 2019** is the largest event in Singapore dedicated to raising awareness about breast cancer and supporting those whose lives are affected by breast cancer. This year's theme, "**Shared Courage - Stronger Together, We Overcome**" serves as a reminder for the community at large to walk in unity and stand together in solidarity with women afflicted with breast cancer and those who have passed on due to breast cancer. Participants are encouraged to turn up in pink, in anticipation of the crowning of the Best Dressed Male, Best Dressed Female, Best Dressed Group and Largest Pink Contingent.

BCF has also recruited volunteers over the past four months to fold 5,000 Camellia flowers that will be given out to all Pink Ribbon Walk 2019 participants, making its mark in the Singapore Book of Record for the largest number of paper Camellias displayed. The 5,000 Camellias represent the number of women in Singapore lost to breast cancer since Pink Ribbon Walk started. Tickets for Pink Ribbon Walk 2019 have been fully subscribed.

Community Mammobus Programme: A Community Mammobus will also be deployed on-site the race pack collection dates (28 & 29 September, from 9am to 4pm) as well as at the Pink Ribbon Walk 2019 (5 October, from 1pm to 8pm), to reinforce the message of early detection by offering mammogram screenings. Pre-registration is required and slots are limited on a first-come-first-served basis.

For more information on the Pink Ribbon Walk 2019 as well as the schedule and registration details for the Community Mammobus Programme, please refer to Appendix 1.

WEAR THE PINK RIBBON CAMPAIGN

Continuing on with the theme of 'Shared Courage: Stronger Together, We Overcome', this year's pin design is inspired by two ribbons coming together, symbolising the power of love to overcome challenges like breast cancer. The pins will be available from 1st October at more than 300 participating outlets. For the list of participating outlets, visit www.pinkribbonsingapore.org

** Based on independent market research as of 15 September 2017.*

For more information on the Wear the Pink Ribbon campaign, please refer to Appendix 2.

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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, training and wellness 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).

#BCFSG

#earlydetectionsaveslives

#breastcancerawareness

About Pink Ribbon Walk 2019

Pink Ribbon Walk is Breast Cancer Foundation (BCF)'s flagship annual community event. Held annually during the Breast Cancer Awareness Month (BCAM) in October, this year's Walk will be the 12th in the series.

Pink Ribbon Walk is organised to raise awareness and to emphasise the importance of a healthy lifestyle, and to demonstrate solidarity with those afflicted with breast cancer.

The theme for this year is "Shared Courage – Stronger Together, We Overcome". It is a rallying cry to everyone with a mother, sister, wife, aunty, friend, colleague; to stand together in solidarity with women afflicted / struggling with breast cancer or who have passed on due to breast cancer. For more information, visit www.pinkribbonwalk.sg or @PinkRibbonWalk (Facebook).

#pinkribbonwalk2019

About Wear The Pink Ribbon Campaign

The pink ribbon is an international symbol representing awareness and hope for breast cancer patients annually. Specially designed pink ribbons pins are made available islandwide (at corporates, retail outlets, restaurants, and hospitals) during October, which is Breast Cancer Awareness Month, for a minimum donation of \$2 and \$5. For more information on Wear The Pink Ribbon Campaign, visit www.pinkribbonsingapore.org. DDB Group Singapore is the creative partner while Kerry Logistics is the Logistics Partner in this year's campaign.



About DDB Group Singapore

DDB is the most-awarded Effie Agency in Singapore, ranked No.1 for effective marketing for 12 years in a row. With a focus on innovative marketing, it builds brands and business with its specialised divisions: Tribal (digital & social), TracyLocke (shopper marketing), Track (e-commerce and portals), data and CRM and Tango5 (social for good). DDB Group Singapore is also the regional hub agency for DDB Asia. It is part of DDB Worldwide, the fourth largest communications network in the world, with more than 200 offices across 100 countries.

About Bridgestone

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.

About MindChamps PreSchool Limited

MindChamps PreSchool holds the **Number One position in market share of premium range preschools** in Singapore, with a market share of 38.5 per cent*. Its growing global presence includes premium preschools and enrichment centres in Australia, Abu Dhabi, Dubai, Philippines, Vietnam, Myanmar and Malaysia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 Minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.



This includes being ranked amongst the top 50 of Singapore's fastest-growing companies in 2019 by The Straits Times and Germany-based global research firm Statista, winning the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for five years in a row (2014 – 2018), the 2017 Dun & Bradstreet Business Eminence Awards, and ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards.

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APPENDIX 1 - PINK RIBBON WALK FACT SHEET

Website & Socials

Website:	www.pinkribbonwalk.sg
Facebook:	www.facebook.com/pinkribbonwalksg/
Email:	pinkribbonwalk@bcf.org.sg
Contact:	(+65) 9826 6882
Hashtags:	#pinkribbonwalk2019
PRW 2018 Photos:	https://drive.google.com/open?id=1rf3TqxYpU5w1AWBvuFgQalRHtiP-HuKv
PRW 2018 video:	https://www.youtube.com/watch?v=2pOZHA4bGOk

APPENDIX 2 - MOLLY MONKEY SINGS & SAVES NURSERY REMINDER CAMPAIGN



The full video will be available on Youtube (BCF Singapore) and bcf.org.sg/nurseryreminder.

Limited edition 'Molly Monkey Sings and Saves' storybook will be available in both hard and soft cover.



Steps of a breast self-examination captured in the lyrics.

Bookmarks to be given out as part of our community outreach

To view the video
(embargoed till 5th October, 4pm)

<https://vimeo.com/362764295>
Password: bcfsq



APPENDIX 2 - WEAR THE PINK RIBBON CAMPAIGN

2019 Pin Designs





SHARING LOVE, SAVING LIVES

WE'RE STRONGER AS ONE

Donate \$2 for a Pink Ribbon Pin, or \$5 for a limited edition version. Your support will help us raise awareness and fight breast cancer.

Why not gift someone this pin to remind her about the importance of breast self-examination and early screening? Or use it to initiate conversations about breast cancer? Every little effort counts. And when we all come together, we can go so much further.

"PIN IT TO WIN IT" 📷 PHOTO CONTEST

Simply post a photo of yourself wearing this pin and tag a friend. Remember to hashtag #wearthepinkribbonsg. More details on Facebook (bcf.pink) and Instagram (BCFSC). T&C apply.

Official Logistics Partner:



Official Creative Partner:



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