



FOR IMMEDIATE RELEASE

BREAST CANCER FOUNDATION WELCOMES PRESIDENT ON THE EXCO AND NEW GENERAL MANAGER

New appointments set to reinforce the Singapore Breast Cancer Foundation's tireless efforts to educate the public, create greater awareness for early detection and to support both Breast Cancer patients and survivors in its 23rd year of set-up

Singapore, 17 January 2020 - Breast Cancer Foundation now has both a new President, **Ms Staphnie Tang** on its Executive Committee and a new General Manager, **Ms Samantha Seah**, to helm Singapore's solely dedicated breast cancer organisation that provides support to those affected by breast cancer and to inspire hope through early detection, education and support services.

The recent appointments will bring about fresh perspectives to the organisation and lead an effective team in a rapidly evolving charity landscape.

Ms Staphnie Tang joined BCF on the Fundraising Sub-committee in 2018, was appointed to the Executive Committee on 1 April 2019 as the Assistant Treasurer, member of the Finance & Investment Sub-Committee and Chair for the Fundraising Sub-committee. She was elected to be Vice-President in September 2019 at the Annual General Meeting before taking on the role of President from 1 January 2020 when former President, Mrs Noor Quek, retired on 31 Dec 2019. Ms Tang works with the LVMH Watch & Jewellery Group under the Swiss watch brand, TAG Heuer on a full-time capacity.

Shares Ms Tang, "I have been involved in different aspects of fundraising and community work in the non-profit sector for the past 30 years and have spent the last 10 years as a Board Director with ISCOS, a co-operative under the purview of Ministry of Home Affairs, to give a helping hand to the ex-offenders in their re-integration back to the society. It is timely to return to serve women, to drive home the urgent message for early detection to save lives. Breast Cancer affliction statistics are climbing while medical research is becoming more brilliant to treat the disease. BCF has an even more important task to play."

Ms Samantha Seah has spent over 20 years with consumer brands holding a variety of senior management roles in domestic and regional markets with global consumer brands such as MasterCard, Georg Jensen, Yves St Laurent, and Clinique, before moving to the social service



sector. At the YMCA of Singapore, she was the Assistant General Secretary, Programmes. Samantha was previously a Board Member with Make-A-Wish Foundation Singapore, serving as Chair of Wish Granting. She joins Breast Cancer Foundation as General Manager on 6 Jan 2020.

Ms Seah says, “Breast cancer isn’t just a woman’s issue, as its effect on families and the community are far reaching. I am looking forward to doing my part in raising awareness and education, which will empower women to take the necessary steps in fighting this disease. As women, making our health a priority is of utmost importance.”

As BCF moves into its 23rd year, it will strive to stay close to its vision:

- To be the charity organisation that firmly advocates early detection to save lives and breasts of women in Singapore.
- To provide support to men whose lives are impacted by their female loved ones afflicted with breast cancer.
- To be the catalyst of change for society’s perception of breast cancer by educating young and old, irrespective of gender, ethnicity and social background.
- To be recognised as a pillar of support for families, caregivers, employers and healthcare professionals who influence the lives of women with breast cancer.
- To see a decline in breast cancer mortality by encouraging women to empower themselves to go for regular screening.
- To inspire corporations, institutions, individuals, organisations and the community at large to extend their support for our cause by volunteering their time and resources.
- To be acknowledged for dedicated care and love for the community through its support services for breast cancer patients and families

Full bios of Ms Staphnie Tang and Ms Samantha Seah can be found [here](http://bit.ly/2uRS7FT) <http://bit.ly/2uRS7FT>.

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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).

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