

MEDIA RELEASE

(All figures stated in the press release are accurate as of 30 September 2021)



Breast Cancer Foundation Urges Women to Give Breast Cancer No Winning Chance

Singapore, 1 October 2021 - The month of October is Breast Cancer Awareness Month (BCAM) in Singapore and this year, **Breast Cancer Foundation (BCF)** wants women to know that the stakes are getting higher. This year's awareness campaign brings attention to the increasing incidence rate of women in Singapore diagnosed with the condition. 1 in 13 women in Singapore will develop breast cancer over the course of her lifetime. This is in stark contrast to the incidence rate of 1 in 45 women 50 years ago. Each day, six women are diagnosed with breast cancer and one woman passes away due to breast cancer.*

Ms Indranee Rajah, Minister in the Prime Minister's Office, Second Minister for Finance and National Development and Patron of BCF, shares, "2021 is the Year of Celebrating SG Women. From our nation's early years, the progress and achievements of women in Singapore – our mothers, sisters, daughters, friends and colleagues – have shaped our homes, schools, workplaces and communities, improving every aspect of our society. Their contributions are integral to our Singapore Story and we value every woman. We aim to improve all aspects of women's development and well-being. This includes women's health. October is Breast Cancer Awareness Month (BCAM) and I encourage all women to take charge of their breast health, and combat breast cancer through early detection."

The best way to combat breast cancer is through early detection. For women aged 20 and above, monthly Breast Self-Examinations (BSE) can help with timely detection of any irregularities. Women aged 40 and above should also go for regular mammograms. The chances of survival are much higher when the condition is diagnosed in the earlier stages. The 5-year survival rate for breast cancer when detected early can be up to 90.7% for Stage 1 and 80.5% for Stage 2 cancer. The survival rate then drops to 66.2% for Stage 3 and 24.6% for Stage 4 breast cancer.*

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“Breast cancer is currently the most common form of cancer among women in Singapore and worldwide. And while risk factors such as age, family history and lifestyle can increase one’s chances of developing breast cancer, there are no known preventative measures. Therefore, it is critically important that women go for mammograms regularly and perform monthly BSE. Starting BSE young, at age 20, also allows women to be more cognisant of the changes in their breasts over time and will help them to detect any abnormalities more easily,” says **Ms Staphnie Tang, BCF President.**

BCF BCAM Campaign 2021

This year, DDB Group Singapore has once again lent their expertise and support to BCF in the production of print and video advertisements to raise awareness about breast cancer and to encourage action. The print ads will feature two women extreme sports enthusiasts who put themselves at risk while doing what they love. This collection of unique ads will draw attention to the startling incidence rate of breast cancer. Even with their elevated exposure to danger, the risks that these sportswomen face while pursuing their passions do not come close to the chance of a woman developing breast cancer in her lifetime. In accompanying video teasers, which will be featured on BCF’s social media platforms, the sportswomen do checks on their equipment before setting out on their activities. While doing this, they mention how breast health checks are also a critical part of their self-care routines, reminding all women to do so too.

Mr Thomas Yang, Executive Creative Director, DDB Group Singapore, shares, “Statistics are always challenging to communicate because numbers can be numbing. So, we designed this campaign to put it all in clearer perspective – by juxtaposing high-danger activities against breast cancer and sharing the difficult truth that the likelihood of getting breast cancer is higher than we think. Though it sounds scary, women don’t have to be defeated by the statistics, if they do their self-checks and mammograms regularly.”



BCF BCAM 2021 Print Ads “Daredevil Ambassadors”

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A video ad will also run concurrently to demonstrate the increasing incidence rate of breast cancer over the years. Everyday women are featured in this video ad to show how breast cancer can affect anyone. A group of women of different ages and backgrounds convenes in a room and an envelope is passed around. The circle starts out big, but gradually shrinks as more women leave upon receiving the envelope. Eventually, only 13 women are left, and we focus on the latest woman to receive the envelope – which actually contains a breast cancer diagnosis. This reflects the stark reality of how the chances of getting breast cancer are now higher than ever before.



BCF BCAM 2021 Video Ad "A Game of Chance"

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Ultimately, this year's BCAM campaign by BCF aims to challenge women to rethink how susceptible they are and rally together to spread the message. Women need to take their health into their own hands – both literally and metaphorically. BCF would like to encourage women, and men, to begin having conversations about and supporting each other in the fight against breast cancer. Please share our campaign via social media using the hashtag **#BCFBCAM2021**. Spread the word - early detection through breast self-examinations and mammograms can save lives and save breasts.



BCF BCAM 2021 Mammogram Sign-Up QR Code

Women who are 40 years and older are advised to go for regular mammograms (yearly for women between the age of 40 to 49 and once every 2 years for women 50 and older). For BCAM 2021, BCF would like to encourage more women to go for screenings. To request for an appointment, readers can scan the QR code above and fill up a form at the link.

**Source: 50 years of Cancer Registration, Singapore Cancer Registry, published in 2019*

Line-Up of Activities for BCF BCAM 2021

Iconic locations such as The Fullerton Hotel Singapore, Gardens by the Bay, National Gallery Singapore, National Stadium, ION Orchard and Science Centre Singapore will be bathed in pink to commemorate Breast Cancer Awareness Month this October. This yearly tradition brings light to the cause and serves as a reminder for women to take their breast health seriously. Members of the public are invited to take photos, post these on their social media platforms and tag **#BCFBCAM2021** and **#PinkLightUp** to encourage their friends and family to go for regular mammograms and perform monthly breast self-examinations.

Key Light-up Dates: National Gallery Singapore and Science Centre Singapore (1 to 31 Oct), The Fullerton Hotel Singapore (4 to 31 Oct), Gardens by the Bay (22 to 24 Oct), Singapore Sports Hub (23 & 24 Oct), and ION Orchard (20 to 31 Oct)

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Pink Ribbon Walk 2021



The Pink Ribbon Walk is back – this year in a Virtual Walk format. Join the breast cancer community and our advocates as we come together to walk for a cause. Event highlights include exclusive prizes for winners in competitive and creative categories. Participants are encouraged to include the **#PinkRibbonWalk2021** hashtag in their posts to show their support and get their friends to join in the fun!

Visit the Pink Ribbon Walk 2021 page at: www.bcf.org.sg/pinkribbonwalk2021 (Site will go live on 1 October 2021) for access to walking maps, registration details and more.

Eat, Shop and Support Pink

Buy pink this October to support the breast cancer community while spreading awareness about the condition. Various organisations including F&B outlets, fashion retailers and service providers will be donating part of their proceeds from the sale of specially curated items and retail packages this month. From pink-hued baguettes by Baker & Cook, unique Pink Print Story dresses and masks by The Emporium Group and High Tea at Fullerton Hotel, The Fullerton Bay Hotel, Shangri-La Singapore and Goodwood Park Hotel, be spoilt for choice as you show your support for BCAM 2021.

Art lovers will be happy to hear that from 4 to 31 October, Khoo Teck Puat Hospital will be hosting an inaugural Art Exhibition titled 'Celebrating Life, Together' at The Fullerton Hotel Singapore's East Garden Gallery. Over 40 original art pieces created by healthcare professionals and breast cancer patients will be featured, with the proceeds going to BCF.

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The much-loved Ang Ku Kueh Girl goes pink for BCAM 2021! The BCF x Ang Ku Kueh Girl sticker pack can be downloaded for WhatsApp and Telegram. Use these cute and meaningful stickers to add cheer to your day while spreading awareness about the cause.

For a full list of supporters and product/service listings, please visit:

<https://www.bcf.org.sg/bcam2021-our-partners> (site will go live on 1 October 2021)

Wear the Pink Ribbon

It's a special year for pink ribbon collectors – this year, BCF has released the 'Pink Ribbons Collector's Edition Card' featuring 10 unique pink ribbon pin designs from over the years! The pink ribbon symbolizes solidarity with the breast cancer community in the fight against breast cancer. These pins can be purchased from participating outlets and online.



BCF Pink Ribbons Collector's Edition Card'

For more information, please visit: <https://www.bcf.org.sg/wearthepinkribbon/> (site will go live on 1 October 2021)

Quotes from our Partners

“We are excited to partner with Breast Cancer Foundation to work together in driving awareness for breast cancer in Singapore, and to encourage women to take charge of their breast health by doing Breast Self-Examination on a monthly basis and getting their mammograms done annually. Early detection is the best protection.”

Ms Linda Seah, VP & GM, Hologic South & Southeast Asia

"Disease and crisis have no heart, they come and go as they please. In this Covid-19 crisis we lived two years but with breast cancer we lived... a few hundred years.

It only takes a few minutes a month to do a Breast Self-Examination (BSE) and it takes an hour out of your whole year to get your mammogram done.

Help catch breast cancer early so there will be a chance to treat it.

Don't be shy, save a life. That one may be yours.”

#catchitearlytreatitearly

***Dr Rameysh Danovani, Medical Director and Senior Radiologist Consultant,
Specialist Women's Imaging Clinic***

“For Breast Cancer Awareness this year, Fresenius Kabi (Singapore) is happy to partner with Breast Cancer Foundation (BCF) on its initiative to get women to rethink on their potential risk of developing breast cancer.

1 in 13 women in Singapore will develop breast cancer over the course of her lifetime. As women play and juggle with multiple roles at home, at work and in society, it is important to be empowered with the right information and self-care measures, to protect oneself and loved ones. Breast cancer can be detected early through Breast Self-Examinations (BSE) and mammograms, with higher chances of survival when discovered in the early stages. Together with Breast Cancer Foundation, we encourage women to proactively take charge of their self-care and breast health from today.”

Mr Leon Koo, General Manager, Fresenius Kabi (Singapore) Pte Ltd

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About BCF

Breast Cancer Foundation (BCF) is a social service agency which advocates for the early detection of breast cancer and supports the breast cancer community in Singapore. Established since 1997 in Singapore, BCF actively raises breast cancer awareness through talks, events, research and publications that advocate for early detection through regular screening. BCF supports those affected by breast cancer through psycho-social programmes, support groups and befriending activities. BCF offers subsidy assistance to support low-income women for their time mammogram screenings and runs a complimentary wig loan programme. As a registered charity in Singapore, BCF is self-funded and is dependent on public donations to provide quality services and programmes for more women and their families. BCF runs Singapore's very first Breast Cancer Centre at Sin Ming Court. The Centre also welcomes members of the public who wish to find out more about breast cancer.

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

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