

MEDIA RELEASE

(All figures stated in the press release are accurate as of 9 November 2021)



Breast Cancer Foundation's Signature Pink Ribbon Walk is Back!



Singapore, 10 November 2021 – Breast Cancer Awareness Month may have ended in October, but breast cancer remains a pressing concern year-round for women (and men) all over the world. In Singapore, 1 out of 13 women will develop breast cancer in their lifetime. On average, 6 women are diagnosed with breast cancer here every day. **Breast Cancer Foundation (BCF)** is continuing in its mission to advocate the early detection of breast cancer and support the breast cancer community through the **Pink Ribbon Walk (PRW) 2021** this December.

The walk, now into its 13th year, takes on a virtual format for the first time to empower supporters to participate from any part of the world and show their solidarity with the breast cancer community. Registration is now open and the Pink Ribbon Walk will be on from **1 December to 31 December 2021**.

Race Registration

Registrants can access registration details, prize information, group sign up information and more at the Pink Ribbon Walk 2021 registration page: web.42race.com/race-bundle/pinkribbonwalk2021



Pink Ribbon Walk 2021 Registration QR Code

Participants can choose to participate as an individual or form groups of up to 5 people to participate together. A beautiful custom-made finisher medal will be given to all who complete at least one race milestone.

The graphic is set against a pink background with a geometric pattern. On the left, a smartphone displays an app interface titled "Milestone Event". The app shows a winding path with several e-badges at different distances: 5km, 10km, 30km, 60km, and 100km. Each badge features a pink ribbon icon and the text "Shared Courage, Together We Overcome". The background of the app screen shows a city skyline with a Ferris wheel. To the right of the phone, a large pink banner with the text "HOW IT WORKS" in white capital letters is displayed. Below the banner, three numbered steps are listed in black text.

HOW IT WORKS

1. Sign up for the event.
2. Complete your category during the event period to light up the e-badges. Every category you complete will light up the respective e-badge.
3. Receive your Finisher's Entitlements after the event ends.

Event Highlights

Participants stand to win exclusive prizes by submitting photos to our creative photo competition.

Creative Photo Competition Categories*:

- Most Creative PINK Outfit (Woman)
- Most Creative PINK Outfit (Man)
- Most Original & Creative PINK Team
- Best Dressed Corporate Participation

**Photos must be taken while adhering to safe distancing guidelines. Photo collages are also permitted.*

Entrants are encouraged to include the **#PinkRibbonWalk2021** hashtag and tag **@pinkribbonwalksg** on Facebook or Instagram in their posts on social media to show their support and get their friends to join in the fun!

HOW TO WIN PRIZES!

Most Creative Photo with Pink Merlion*

**Merlion will be lighted in Pink from 1-15 Dec 2021*

TOP PRIZE x1
Canon EOS M200 (worth S\$809)

Most Creative PINK Outfit - MAN

TOP PRIZE x1
Canon EOS M200 (worth S\$809)

TOTAL 3 PRIZES TO WIN!

Most Creative PINK Outfit - WOMAN

TOP PRIZE x1
Canon EOS M200 (worth S\$809)

TOTAL 3 PRIZES TO WIN!

Most Original & Creative PINK TEAM (Group of 5)

TOTAL 3 PRIZES TO WIN!

Best Dressed Corporate Participation

CERTIFICATE OF RECOGNITION

Merlion Light-Up

With the support of the Singapore Tourism Board (STB) and the Urban Redevelopment Authority (URA), the Merlion will be lit in PINK from 1-15 Dec 2021 as a beacon to raise awareness for breast cancer. Participants are encouraged to map their walking route to include the scenic walk around Singapore River and grab a photo with the Pink Merlion! These photos can be entered into our photo competition for a chance to win exclusive prizes!



Every Pink Ribbon Makes a Difference

The Pink Ribbon Walk is part of BCF's **'Every Pink Ribbon Makes a Difference'** campaign. This campaign is a rallying call to everyone with a mother, sister, wife, auntie, friend or colleague; to be more aware of breast cancer risks and to journey together with BCF to support this community.

BCF will also be running an 'Every Pink Ribbon Makes a Difference' online **fundraising drive** as part of this campaign on the giving.sg platform. Donors can support BCF's work for the breast cancer community and sponsor first-time mammogram screening for low-income women by donating via this link: www.giving.sg/breast-cancer-foundation/every-pink-ribbon-makes-a-difference



Every Pink Ribbon Makes a Difference Donation QR Code

BCF is grateful for the support of **Yakult Singapore, MSD Singapore and AstraZeneca Singapore** for the 13th edition of the Pink Ribbon Walk.

“Yakult has been taking a stand against breast cancer by raising awareness in the community for the second year in Singapore. “The Fight Breast Cancer Campaign”, which took place island-wide from August to October, raised funds for its beneficiary, The Breast Cancer Foundation (BCF). The funds will go towards programmes and services such as mammogram subsidies and awareness outreach activities for the community.

One of the highlights of PRW 2021 is to light up the Merlion in Pink, in honour of the breast cancer community. We have planned this for some time and are extremely excited to see this plan come to life.

Corporate Social Responsibility is an intrinsic part of Yakult as we are committed to the health and holistic wellbeing of the people. After all, Yakult was founded in 1935, by Dr Minoru Shirota on the belief that health should be promoted and accessible to people worldwide. Yakult’s unique probiotic *Lactobacillus casei* Shirota has been scientifically proven to improve overall gut health ensuring nutrients from food are well absorbed to support treatment and recovery.”

PR Department
Yakult Singapore

“We are grateful for the partnership with Breast Cancer Foundation, and their passion as well as impact on the breast cancer community over the years. Breast cancer can deeply affect a woman in all aspects of her life and through stronger alliances between patient groups, medical community, academia, government and industry, we can achieve better treatment outcomes and improve survivorship. As a company whose mission each day is to save and improve lives, we stand united with all breast cancer patients, caregivers and the community to keep breast cancer at bay.”

Ms Pang Lai Li
Managing Director, Singapore & Malaysia, MSD

“AstraZeneca has been at the forefront of breast cancer innovation for over 40 years and is committed to improving outcomes for patients with breast cancer. We are glad to be able to work with the wider breast cancer community to advocate for early detection of breast cancer, and to ensure all patients have the opportunity to receive the best care possible.”

Vinod Narayanan
Country President, AstraZeneca Singapore

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 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 first-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). Follow Pink Ribbon Walk updates at @PinkRibbonWalkSg (Facebook) and @pinkribbonwalksg (Instagram).

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