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MEDIA RELEASE

(All figures stated in the press release are accurate as of 30 September 2022)



A Mammogram in Time Saves Lives
Breast Cancer Awareness Month 2022

Singapore, 30 September 2022 - Breast Cancer Awareness Month 2022 is in full-swing and this year's national campaign delivers a strong reminder that 'A Mammogram in Time Saves Lives'.

In Singapore, it was reported that only 37.9% of eligible women in Singapore had gone for mammogram screening in 2019 and 2020, despite breast cancer consistently being the most common cancer among this group over the past 50 years*. This is despite mammograms being proven to make a difference in detecting breast cancer early – saving lives and saving breasts. Between 2015 – 2019, the 5-year survival rate for the disease was one of the highest compared to other cancers for each year post-diagnosis, and this rate increased when breast cancer was detected at an earlier stage^.

To drive home this message and spur action, BCF started the BCF Encouragement for Active Mammograms, also known as BEAM, in 2013, to defray the cost for eligible women who are first-time screeners participating in the Screen for Life mammogram screening, and BCF has supported more than 100,000 screening mammograms to-date (BEAM has since been renamed to BCF First Screen Fund in January 2022, while keeping to the same purpose).

"Mammograms are a life-saving tool, yet many women are still hesitant to come forward to get screened due to hearsay or the fear of the procedure itself. We want to let women know that the short amount of time that they spend getting screened and the discomfort that they feel is well worth it. When detected early, survival rates are significantly higher. Early detection can only be possible with consistent action – do your monthly Breast Self-Examinations and go for regular mammogram screenings regularly," said Ms Staphnie Tang, President, Breast Cancer Foundation.

**National Population Health Survey 2020, Ministry of Health, Republic of Singapore.*

^Singapore Cancer Registry Annual Report 2019, National Registry of Diseases Office (2022), Health Promotion Board.

A Mammogram in Time Saves Lives

The 2022 Breast Cancer Awareness Month campaign - 'A Mammogram in Time Saves Lives' - is a powerful reminder for eligible women to proactively go for regular breast cancer screening. The messaging in the

campaign: 'It's Not Scary, It's A Mammogram', aims to encourage more women to go for this life-saving screening.

DDB Group Singapore has been the lead creative agency for BCF, supporting the annual breast cancer awareness campaigns. This year, the messaging centers around Mammograms. Mr Thomas Yang, Executive Creative Director DDB Group Singapore, shared "Mention 'mammogram' and most people will think of something that's cold, clinical, and even scary. What if we could add some hues of hope to this visual in their heads? After all, a mammogram in time can save lives. So, we created artistic interpretations of actual scans that detected cancer. By showcasing these, we hope women will put aside their doubts and step forward to do their mammograms."

A breast cancer diagnosis can impact not just an individual woman, but her family and those around her. The yearly Breast Cancer Awareness Month efforts aim to bring women's health to the forefront. Regular mammogram screening can save lives and protect the well-being of women and their families.

Line-Up of Activities for BCF BCAM 2021

Wear The Pink Ribbon (WTPR)

Wear The Pink Ribbon is a signature activity for Breast Cancer Foundation each year. This year, our donation boxes have been adopted by over 200 retailers and organisations to encourage members of the public to support the cause and remind them to take charge of their breast health. The donation boxes will be paired with our pink ribbon pins that will be available for a donation of \$5.

DDB Group Singapore has created a new Pink Ribbon Pin design this year that delivers a meaningful message. Mr Yang shares, "'SUPPORTING HANDS' showcases how BCF has been extending help and hope to those stricken with breast cancer. Just like how these hands are interwoven with the ribbon, support is an integral part of the pink ribbon movement. It's what keeps patients going strong. And what helps them feel they're never alone in their journey.

For the first time, BCF will be rolling out uniquely designed **WTPR vending machines** as additional distribution points for the new 2022 pink ribbon pins. This initiative brings pink ribbon pins closer to the community through these special vending machines, raising awareness about breast cancer.



The vending machines will be located at 5 exclusive locations:

1. ION ORCHARD

Address: 2 Orchard Turn, ION Orchard #05-03 Singapore 238801

Location of vending machine: B4 ION Station (Under the Escalator)

2. NORTHPOINT CITY

Address: 930 Yishun Ave 2, Singapore 769098

Location: Level 1, North Atrium, next to escalator outside Ogawa (North Wing)

3. PAYA LEBAR QUARTER

Address: 10 Paya Lebar Road, #05-03 PLQ Mall Centre Singapore 409057

Location of vending machine: Level 2, Next to the Escalator

4. TAKASHIMAYA SINGAPORE LTD

Address: 391 Orchard Rd, Singapore 238872

Location of vending machine: Main escalator facing The Giftbox, L3

5. VIVOCITY

Address: 1 HarbourFront Walk #01-208 VivoCity Singapore 098585

Location of vending machine: L1, next to DBS ATM

BrArt Exhibition 2022

BrArt Exhibition 2022, an event jointly organised by Breast Cancer Foundation and Our Bralette Club. BrArt is an advocacy campaign aimed at raising awareness about breast cancer through fashion, art & design. Participants of the BrArt Competition drew inspiration from 'the story of pink' that is associated with breast cancer awareness. Pieces designed by the top 10 finalists, 4 renowned designers – Frederick Lee, Mette Hartman, Lai Chan and Sylvia Lim (please see Annex A for full bios) - and community category participants are showcased at the BrArt Exhibition held at ION Orchard Basement 4; from 30 September to 31 October 2022. Admission is free.

"Our Bralette Club is proud to be part of the movement to raise awareness about Breast Cancer. The BrArt Campaign is an innovative way to help share more about the stories about the survivors, caretakers, and allies. Working on creating the prototype bras designed by the top 10 finalists was an inspiring experience and a testament of how art and fashion can touch lives and spread awareness."

- *Our Bralette Club, BrArt Joint Organizer*

"It is heartwarming. I never thought that an idea discussed together with my school mates, would actually come to life. To be able to contribute in our own way, raising awareness about Breast Cancer, inspires me to want to do more."

- *Kerstin Ong, BrArt Judge*

Pink Partners

This year, more than 50 Pink Partners have come onboard to pledge a part of their proceeds towards breast cancer awareness activities.

Partners include The Fullerton Hotel and Hard Rock Café Singapore, Shangri-La Singapore and many others. Enjoy high tea sets, unique pink shopping experiences and great pampering services. Support BCF's pink partners who have put together specially curated pink products and services and have fun while contributing to a good cause.

Visit bcf.org.sg for a full listing of Pink Partners.

Pink Light-Up

In October, Singapore will be bathed in a pink glow much like iconic locations around the world including the Eiffel Tower, the London Eye and more. This year, 25 locations will be lit in pink in Singapore, which coincides beautifully with BCF's 25th anniversary celebrations this year. Besides the annual supporting facades such as the Fullerton Hotel, ION Orchard, Science Centre new partners have come onboard. This includes all six bridges lining the Singapore River from 14 to 16 October, The Merlion from 16 October to 13 November, and other iconic locations. The light up will even go into the suburbs this year, with heartland malls and venues lighting up to show their support.

Members of the public are invited to take photos, post these on their social media platforms and tag #BCFBCAM2022 and #PinkLightUp to encourage and remind their friends and family to take charge of their breast health

Visit bcf.org.sg a full list of **Key Light-Up Dates**.

Talks & Activities

“Religious Misconceptions When Faced With An Illness Like Breast Cancer” Webinar (In Malay)

By Breast Cancer Foundation & Berita Harian

5 October, 7.30pm – 8.30pm

FB Live: @BreastCancerFoundationSG

“Mammograms Are Lifesavers!” Webinar (In English)

Jointly organised by all multiple BCAM agencies

15 October, 10.30am – 12pm

Via Zoom

“Mammograms Are Lifesavers!” Webinar (In Mandarin)

Jointly organised by all multiple BCAM agencies

15 October, 2.30pm – 4pm

Via Zoom

“Save Your Breast | Save Your Life” Fireside Chat (In Mandarin)

By Breast Cancer Foundation

17 October, 7.30pm – 8.30pm

FB Live: @BreastCancerFoundationSG

BrArt Exhibition

By Breast Cancer Foundation

1 October – 31 October

10am – 9pm

ION Orchard, B4 (Free admission)


For more details and to register for the events, log on to

<http://linkt.ree/breastcancerawarenessmonthsg>

Merchandise

Exclusive merchandise available this year including limited edition, specially designed mugs, and tees.

In collaboration with DDB Group Singapore, the MAMMO project reimagines actual scans of breast cancer survivors as art to shed light on their stories of how mammograms saved their lives. The project hopes to dispel doubts and fears – Because a mammogram isn't scary: it can save lives.

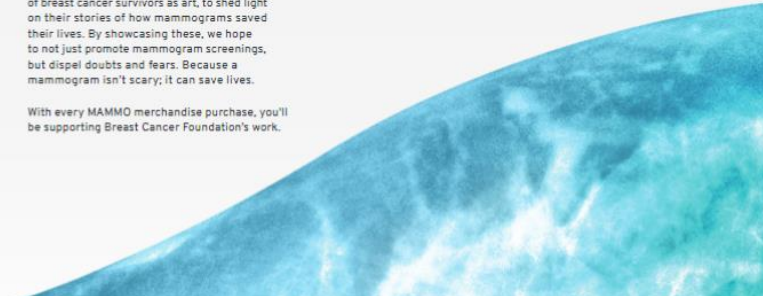
MAMMO 

**IT'S NOT SCARY,
IT'S A MAMMOGRAM**

In collaboration with DDB Group Singapore, the MAMMO project reimagines actual scans of breast cancer survivors as art, to shed light on their stories of how mammograms saved their lives. By showcasing these, we hope to not just promote mammogram screenings, but dispel doubts and fears. Because a mammogram isn't scary; it can save lives.

With every MAMMO merchandise purchase, you'll be supporting Breast Cancer Foundation's work.

Mug	\$15
Totebag	\$30
Notebook	\$15



Customize your look with limited edition Breast-mojis and Boob Talk Velcro patches designed to match T-shirts and masks. Wear these cute reminders to keep up with your breast health and spark important conversations.

**MIX IT, MATCH IT,
PATCH IT**

Customise your look with limited-edition Breast-mojis and Boob Talk velcro patches, designed to match these T-shirts and masks.

Breast-mojis are cute reminders to regularly check your breasts and ensure they're happy. What would your breast say to one another if they could talk? The conversations between the two breasts on Boob Talk patches are gentle prompts to do your monthly breast self-examinations.

T-shirt	\$25
Mask	\$10



Pink Ribbon Walk 2022

The Pink Ribbon Walk this year comes to you in a whole new format. Join us for a Fun Challenge and Virtual Walk. Members of the public and corporates can form teams of 5 to take part in our Fun Challenge that will take place on 30 October. Following this, there will be a virtual walk event from 30 October to 15 November for participants who would like to walk at their own time and pace.

Registration starts on 1 October.

Fun Challenge: 30 October
Virtual Walk: 30 October – 15 November

Visit bcf.org.sg for more information.

FUN CHALLENGE →

EARLY BIRD
\$125
PER GROUP OF 5
REGULAR
\$150
PER GROUP OF 5

VIRTUAL WALK →

EARLY BIRD
\$15
PER PAX
REGULAR
\$20
PER PAX

BUNDLE COST (FUN CHALLENGE + VIRTUAL WALK) →

EARLY BIRD
\$150
PER GROUP OF 5
REGULAR
\$200
PER GROUP OF 5

Quotes from our Partners

AstraZeneca Singapore

“AstraZeneca is committed to creating strong, long-term partnerships that help speed the delivery of innovative and life-changing medicines to the people who need them. Our partnership with Breast Cancer Foundation will drive improvement in the healthcare ecosystem for breast cancer patients while providing access to new digital healthcare solutions in the early detection of challenging diseases such as breast cancer.”

- ***Vinod Narayanan, Country President, AstraZeneca Singapore***

MSD 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,”

- ***Pang Lai Li, Managing Director, Singapore & Malaysia, MSD***

Pfizer Singapore

“Pfizer is deeply committed to advancing scientific innovation and pursuing approaches that have a meaningful impact on those living with cancer. There is nothing more personal or more urgent, than our

purpose to deliver breakthroughs that change patients' lives. Our longstanding partnership with the Breast Cancer Foundation has allowed us to raise more awareness and journey alongside patients and their caregivers, so we can better respond to their evolving needs and improve patient care."

- *Erika Pagani, Country Manager, Pfizer 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, 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 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 media enquiries, please contact:

Ms Jaime Teo,
Head, Advocacy & Communications
E: jaime.teo@bcf.org.sg
T: 6933 4737

Ms Kharuna Jaichandra
Senior Executive PR & Communications
E: kharuna.jaichandra@bcf.org.sg
T: 6933 4736

Annex

(A) BrArt 2022 - Designers



"Perhaps a pink butterfly is a proof that one can go through a great deal of darkness yet become something beautiful . We don't heal in isolation but in connection."

- Frederick Lee

There are few couturiers in Asia, who can match the sense of drama that can be evoked by Singapore's **Frederick Lee**. Frederick Lee's couture fashion-as-performance-art theatricality has made him one of Singapore 's most sought-after designers. His designs often act as windows into the future, not only because of his innovative use of non-traditional materials, but also because of his extraordinary and often challenging ideals in 'pushing the envelope' on fashion design as we know it today. Not surprisingly, he is one of the most respected and renowned couturiers and bridal wear designers in the region.

This is reflected in the numerous awards and accolades that he has received including being named 'Designer Of The Year' at the Singapore fashion Awards 2004, Best Costumes Designer at the 4th 10th and 18th Straits Times Life! theatre awards; Cleo Fashion Awards Designer of the Year 2006, Asian Top Fashion Designer 2009 by Fashion Asia China and his successful couture boutique – Frederick Bridal was named "The Best of Singapore' 3 years consecutively since 2006 by the Singapore Tatler. He was also the designer of costumes for National Day Parade 2007 2008 2009 2011 2012 2018 2020 2021 2022 and the Youth Olympic Games 2010. He was also recognised by the Asian Couture Federation as one of its senior member designers and made an Asian Couturier Extraordinaire.

His work is synonymous with gowns of the ultimate extravagance and opulence. Flamboyant and outrageous are the elements that have been his hallmark and made him one of the most sought-after couturiers. His exquisite cutting-edge creations are such showstoppers that he is often commissioned to showcase events representing Singapore around the globe. Thirty years in the fashion business has certainly not jaded Frederick Lee's sense of high drama and glamorous style. His exuberant avant-garde couture designs still makes him the "Enfant Terrible' of the fashion industry.



"When life wears you down and you're feel weak and lost, reach inside yourself and you'll find strength. Reach out to your family and friends and you'll find love."

- Lai Chan

Lai Chan is a Singapore fashion designer, best known for his beautiful designs of the figure-flattering Qipao or Cheongsam. With his refined fashion sensibilities and unwavering commitment towards beauty and quality, Lai Chan has earned a reputable name in the local fashion circuit.

Some of Lai Chan's designs include dramatic costumes for theatre, movies and film series, such as Romeo + Juliet, Shakespeare in the Park, and HBO's Telemovie, "Grace".

Lai Chan creates unforgettable, stunning pieces of evening gowns and wedding dresses. These fashion pieces are timeless, comfortable, and come about from ingenuity of combining traditional techniques and newer style influences.



Mette Hartman is the founder and creative director of Martha Who (@marthawho_). She is the designer for the fashion brands Martha Who and Cathrine Hwa. The Norwegian born has lived in Singapore for 14 years. Mette is a mom of 3 children.

For Breast Cancer Foundation BrArt 2022, she was inspired by displays of faith, hope, love and will to live by those around her.



Triologie's BrArt piece is a kaleidoscope of stories of our heroines in Singapore represented by an amalgamation of culture, place of interest (Katong), a favourite delicacy (Kuihs) and our childhood game (five stones). Each print story is carefully adorned resulting in a showcase of Singapore as well as a celebration of Singapore women.

In 2012, **Sylvia Lim** conceived her vision of a fashion label dedicated to the happy, free spirited and world savvy woman – Triologie. Four years later, this womenswear label is an award-winning enterprise sweeping its First Asia Enterprise Brands Awards in 2016.

With a fashion-centric career spanning over 25 years, Sylvia has evolved from an educator, fashion label designer, multi-brand merchandiser to business owner. Within 4 years, she grew both Triologie and The Emporium from zero to multi million revenue business. She actively gives back through charity and mission work in India, knowledge transfer, mentorship and giving opportunities to single moms from disadvantaged homes who are responsible for much of the merchandise sold at The Emporium. Both Triologie and The Emporium Group are supporters Breast Cancer Foundation (BCF) Singapore.

The Emporium, together with Triologie remain as Singapore's pride brand stories and leading retail platform for home grown independent designers.

(B) Pink Light-Up

Full PINK Light Up Calendar:

1 to 31 October

Century Square, Hotel Naumi, National Gallery Singapore, The Centrepoint, The Fullerton Hotel, Singapore Science Centre and Yue Hwa Building

1 to 2 October

National Stadium
Maybank Tower

3 to 31 October

Capitol Singapore, ION Orchard, Jurong Point, Northpoint City,
Ocean Financial Centre and South Beach Tower

6 to 31 October

Republic Plaza

7 to 16 October

Tampines Hub

8 to 9 October

Singapore Flyer

14 to 16 October

Cavenagh Bridge

Clemenceau Bridge

Coleman Bridge

Elgin Bridge

Helix Bridge

Read Bridges (also known as Malacca Bridge)

16 October to 13 November

The Merlion

21 to 23 October

Garden Rhapsody at Gardens by The Bay