

Media Release

(All figures stated in the press release are accurate as of 26th Oct 2022)



Breast Cancer Foundation (BCF) Signature Pink Ribbon Walk Turns 14 in 2022

BCF signature Pink Ribbon Walk is now into its 14th Year and has taken on a new format in 2022. It remains the key BCF activity which encourages healthy living through exercise to reduce the risk of breast cancer. The event builds breast cancer awareness and garners support for the breast cancer community.

Pink Ribbon Walk 2022 will be a hybrid event that consists of two components, namely, the **Fun Challenge** and the **Virtual Walk** which will allow both local and international participants to join in and support our cause.

Aimed at raising breast cancer awareness and importance of early detection in the community, this year's Pink Ribbon Walk Fun Challenge will be taking place right in the heartlands at Bedok Reservoir Park, on Sunday, 30 October 2022. Taking charge of breast health and bringing it to the forefront by encouraging women of eligible age to go for mammogram screening is important as a mammogram in time saves lives and saves breasts.

200 teams of 5 persons will get to enjoy exciting team games at each of the 7 pit stops stationed throughout the 4.3km route. Teams will be required to complete the event in the shortest possible time while stopping at stations to learn about breast cancer risk factors and early detection measures.

Ms Staphnie Tang, President of Breast Cancer Foundation adds that this is aligned with the Foundation's continued efforts of reaching out to the community and encourage families to spark conversations about breast health and nudge the women in their sphere of influence,

to make breast screening a self-care priority. Singaporean women aged 50 years and above holding blue or orange CHAS cards will be fully funded by Breast Cancer Foundation's First Screen Fund when they take their 1st mammogram screenings at polyclinics. We urge more women to step forth and be screened to first take care of themselves while caring for their loved ones.

This community event will be joined by **Ms Poh Li San, Member of Parliament for Sembawang GRC (Sembawang West)**. Ms Poh has been a strong supporter of BCF's mission to create a positive impact on the breast cancer prevention and the community. She shares, "In Singapore, one out of 13 women will be diagnosed with Breast Cancer in their lifetimes. The good news is that if detected early, chances of a full recovery is very high. Let's all go for our regular mammogram screening and encourage our women friends and loved ones to do so too. "

The **Pink Ribbon Virtual Walk** will kick start on the same day, 30 October 2022, at 1pm and go on for a duration of 2 weeks, ending on 15 November 2022. Attractive prizes for the longest distance clocked and best dressed individuals (for both men and women categories) will be given out.

BCF is grateful to corporate sponsors as well as the individuals who have joined the Pink Ribbon Walk as participants or volunteers. Acknowledgement is given to main sponsor, FWD Insurance Singapore and various sponsors namely AstraZeneca Singapore Pte Ltd, Hologic Singapore Pte Ltd, Merck Sharp and Dohme (MSD) Singapore, Pierre Fabre, Roche (Singapore) Pte Ltd and SHEIN.

It takes a village to continue BCF's advocacy and support effort to effect long-term positive impact in the breast cancer community, viz to encourage regular mammogram screenings and the community stay proactive about their breast health. BCF, together with its advocates, supports those in the lower income bracket to allay financial and psychosocial concerns experienced during treatment and/or during their cancer recovery journeys.

Quotes from Our Sponsors

“Through our sponsorship of Pink Ribbon Walk 2022, we hope to drive positive impact within the community and emphasise the importance of early detection. With breast cancer being the most common cancer affecting women in Singapore ¹, checking, and treating breast cancer early is critical for improving survival rates and the recovery experience. We stand united with the breast cancer community and want to empower everyone in Singapore to lead their fullest lives.” [1] <https://www.nccs.com.sg/patient-care/cancer-types/cancer-statistics>

- Mr Khor Kee Eng, Chief Executive Officer, FWD Insurance 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.”

- Mr Vinod Narayanan, Country President, AstraZeneca Singapore

“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-Exam on a monthly basis and getting their mammograms done annually. Early detection is the best protection.”

- Ms Linda Seah, VP & GM, Hologic Emerging Asia

“As a company whose mission each day is to save and improve lives, MSD is committed to supporting Breast Cancer Foundation and their meaningful mission to eradicate breast cancer as a life-threatening disease. Through stronger alliances between patient groups, medical community, academia, government, and industry, we can help detect breast cancer earlier, achieve better treatment outcomes and improve survivorship. MSD stands united against the disease with all patients, caregivers, and the breast cancer community at this year’s Pink Ribbon Walk 2022”

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

“Pierre Fabre is committed to fight cancer alongside patients in helping improve their quality of life.

We are honoured to be part of BCF in supporting BCAM and with Pierre Fabre’s theme this year Together Beyond The Pink brings everyone TOGETHER stand against breast cancer and go BEYOND!”

- Pierre Fabre

‘For more than 30 years, Roche has helped transform patient outcomes in breast cancer, and we remain committed to bringing more medical advances such as more personalised medicines to people with breast cancer in Singapore. We are excited for more collaborations with our healthcare partners to help increase patient and caregiver access to education, prevention and treatment support from diagnosis to treatment to survivorship.’

- Ms Ying Ying Yeoh, General Manager, Roche Singapore

“At SHEIN, we believe in making the beauty of fashion accessible to all. We are strongly committed to supporting initiatives that empower women, and are proud to partner BCF to create greater awareness for proactive breast health screening and to support the breast cancer community.”

- Mr Leonard Lin, Singapore General Manager, SHEIN

About Breast Cancer Foundation and Breast Cancer Awareness Month

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.

October, also known internationally as the Breast Cancer Awareness Month (BCAM), is dedicated to the support of the breast cancer community as this cancer remains a pressing issue for women (and men) all around the world. In Singapore, 1 out of 13 women will develop breast cancer in their lifetime, with 6 women diagnosed with breast cancer daily. BCF is dedicated to raising awareness of breast cancer and supporting lives impacted by the disease.

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).

About Breast Cancer Foundation

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