

## **MEDIA RELEASE**

*(All figures stated in this press release are accurate as of 21 Sep 2023)*



### **BCF's Signature Pink Ribbon Walk Celebrates 15 Years' in 2023**

**Presented by Income Insurance**

*"1.5 Decades of Empowering Lives in the Fight Against Breast Cancer"*

**SINGAPORE** – The Breast Cancer Foundation (BCF) proudly announces the remarkable 15th anniversary of its Signature Pink Ribbon Walk, a milestone that reflects 15 years of unwavering dedication to raising breast cancer awareness, promoting early detection, and providing support to the local breast cancer community.

#### **15 Years of Making a Difference**

Since 1997, the yearly Pink Ribbon Walk has been a symbol of hope, unity, and resilience. Over the past 15 years, it has played a key role in fostering awareness about breast cancer and encouraging women to prioritize their breast health. This event has been instrumental in transforming lives, offering support, and empowering survivors. Looking back, it has been a fruitful journey of:

- **Reflection and Inspiration**

Pink Ribbon Walk has come a long way over the past 15 years, impacting individuals and families.

This year, we celebrate and honor the grit and resilience of breast cancer survivors through encouraging creative messaging that embodies BCF's mission for raising breast cancer awareness and support.

- **Honoring Survivors and Caregivers**

This is a special tribute to breast cancer survivors, recognizing their resilience and triumph over adversity. Their stories continue to serve as important reminders for early detection and support.

- **Continuous Commitment**

BCF will unveil new community initiatives that continue to shape the future of breast cancer advocacy and support. This ensures that the legacy of Pink Ribbon Walk endures for generations to come.

### **Pink Ribbon Walk 2023**

This year, BCF's signature event will kick off in a refreshed carnival-style fashion with fun-filled fringe activities that were previously not possible during the COVID pandemic.

Conventionally, Pink Ribbon Walk has always attracted more women participants than men. This year, in conjunction with BCF's 'Dear Men' heartfelt callout, the Walk hopes to see more men attending this fully live event, which revolves around some of Singapore's most iconic landmarks such as Marina Bay Sands and The Esplanade. The collective idea: to paint the bay area a memorable pink.

'*Dear Men*' by BCF aims to redefine the role of men in getting women to go for early detection by asking men to talk about breast health, and that saving lives through early detection should not be women alone, but a collaborative effort by looking out for their loved ones.

Ms. Adeline Kow, General Manager of BCF adds that even with this unconventional approach, this is in alignment with outreach efforts in advocating early detection & sparking a sense of urgency in prioritizing breast health & early detection.

The Guest-of-Honour for Pink Ribbon Walk 2023 is Senior Parliamentary Secretary for Ministry of Culture, Community and Youth of Singapore and Ministry of Social and Family Development, Mr. Eric Chua.

The event will begin on 29 October 2023, 8am at the Marina Bay Sands Event Plaza. In addition to fun-filled fringe activities, there will be roving contests for best fancy dress and activities for creative expression like T-shirt and face-painting.

BCF extends heartfelt gratitude to all sponsors and dedicated supporters who have stood alongside us all these years as participants, volunteers and partners for our Pink Ribbon Walk. Special acknowledgement goes to all esteemed partners, including Income Insurance limited (Income Insurance), who is the presenting sponsor for the Pink Ribbon Walk 2023, as well as AstraZeneca Singapore Pte Ltd, Hologic Singapore Pte Ltd, J&T Express, Merck Sharp and Dohme (MSD) Singapore, Novartis (Singapore) Pte Ltd and Pfizer Pte Ltd.

“This is the first time we are sponsoring and participating in the Pink Ribbon Walk as a meaningful initiative to raise awareness of breast cancer and the importance of early detection and treatment. The cancer journey is daunting and often filled with high emotional and financial stress for patients and their loved ones. We understand that it remains important for cancer patients who are in remission to stay insured. Thus, we are the first in Singapore to offer a guaranteed post-cancer cover option via our holistic cancer proposition that is designed to offer Singaporeans peace of mind to lead fulfilling lives even after being diagnosed with cancer. As a brand that puts people first, we believe in building resilient communities and are glad to be showing our support for the breast cancer community”, said Dhiren Amin, Chief Customer Officer, Income Insurance.

Together with our passionate advocates, BCF continues to empower individuals, particularly those in the lower income bracket, to prioritize, advocate proactive breast health management and make regular mammogram screenings more affordable. For those suffering from breast cancer, BCF remains dedicated to alleviating the financial and psychosocial burdens that may encounter during treatment and their journeys toward recovery from breast cancer.

Commemorating 15 years of Pink Ribbon Walk, BCF invites the community, all partners, and supporters to join us in this celebration of unity, resilience and hope. Together, let's continue to raise awareness, promote early detection, and provide invaluable support to those affected by breast cancer.

Register for Pink Ribbon Walk 2023: <https://www.bcf.org.sg/pinkribbonwalk/>

Registrations close October 8 or while tickets last!

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### **About the Breast Cancer Foundation (BCF)**

Breast Cancer Foundation (BCF) is a social service agency in Singapore that aims to promote early detection of breast cancer and support the breast cancer community.

Established in 1997, BCF raises breast cancer awareness through talks, outreach events, research, and publications. It also provides psychosocial programs such as Healing Through The Arts (HTTA), support groups, and befriending activities for those affected by breast cancer. Subsidies are available to women with low income for prostheses and bras through its Positive Image and Appearance Scheme, and it runs a complimentary wig loan program.

BCF is self-funded and depends on public donations to provide quality services and programs. The organization runs Singapore's first flagship Breast Cancer Centre, and the satellite Breast Cancer Support Centre @ Khoo Teck Puat hospital.

For updates on BCF's latest work and initiatives, visit <https://www.bcf.org.sg> and follow BCF on:

- Facebook: [@BreastCancerFoundationSg](#)
  - Instagram: [@bcfsg](#)
  - LinkedIn: [Breast Cancer Foundation](#)
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