

FOR IMMEDIATE RELEASE

## Pink Ribbon Walk 2023: A Walk of Triumph In The Fight Against Breast Cancer



**SINGAPORE, 31 October 2023** - Breast Cancer Foundation (BCF)'s annual signature event, Pink Ribbon Walk 2023, concluded with resounding success and an outpouring of support, marking a significant stride in the ongoing battle against breast cancer. The walk which took place on Sunday, 29 October covered some of Singapore's iconic areas such as The Esplanade, Jubilee Bridge, One Fullerton and Marina Barrage.

### Record-breaking Turnout

This year's Walk saw an impressive 3,514 participants, both men and women, representing various contingents, all coming together in a remarkable display of unity and support, as the event kicked off with a 3km and 5km walk on a sunny Sunday morning at Marina Bay Sands (MBS) Events Plaza.



### Presenting Sponsor: Income Insurance

Income Insurance is the presenting sponsor of Pink Ribbon Walk 2023, launched in collaboration with AstraZeneca, Hologic, J&T Express, MSD, Novartis, Pfizer, F&N, Baker&Cook and Santino Coffee Specialists.

“This is the first time we are sponsoring and participating in the Pink Ribbon Walk, a symbol of hope, unity and resilience. The cancer journey is often daunting and stressful for patients and their loved ones. As a brand that stands for protecting and building resilient communities, the Pink Ribbon Walk is a meaningful cause to show our support for the breast cancer community and encourage early detection and treatment. As an insurer, we want to do our part to provide support and assurance for cancer patients at large who are undergoing treatment or who are in remission. As such, we recently launched Complete Cancer Care, the first insurance plan in Singapore to guarantee post-cancer cover even after their cancer diagnosis to help cancer patients stay insured so that they can focus on leading fulfilling lives.” - **Andrew Yeo, Chief Executive Officer, Income Insurance.**







*\*Pink Ribbon Walk 2023 Presenting Sponsor, Income Insurance rallied more than 50 males & females colleagues, alongside Andrew Yeo, CEO of Income Insurance, brand ambassador and award-winning homegrown athlete Shanti Pereira to show their support for the breast cancer community. This is a reflection of its brand value to put people first by protecting and building resilience among Singapore.*

Other esteemed guests include Estee Lauder Managing Director Ms. Becky Lee and Deputy parliament speaker & MP for Changi-Simei division of East Coast GRC Ms. Jessica Tan and Italian Ambassadors Dante Brandi and Mrs. Chiara.

BCF committee members also attended the event, including President Chew Gek Hiang, Vice President, co-founder, and other key figures. The group comprised passionate, dedicated individuals, each contributing expertise and dedicating commitment to the organization. Special guests include multiple award-winning home-grown athlete Shanti Pereira, as well as Tech, Lifestyle and Motorsports presenter Claire Jedrek.

### **‘Dear Men’: The Men’s Pledge**



Together with the nationwide 2023 Breast Cancer Awareness Month (BCAM)’s campaign theme “Keeping Her In The Picture”, BCF’s heartfelt ‘*dear men*’s call-to-action passionately continues its mission to call upon and rally all men to advocate for early detection, raise awareness and spread the word as saving lives through early detection should not be just women alone, but a collaborative effort in looking out for their loved ones.

This includes proactively urging the women whom they hold dear, to perform Breast Self-examination, and motivating women above 40 years old, to undergo mammography. In setting an example, the emcee for Pink Ribbon Walk 2023, took the lead with an assertive, powerful pledge:

*“From today, I pledge to talk to 5 other men about breasts, and talk to my mom, wife, mother-in-law, grandmother, aunt, sister, daughter about breast self-examinations and mammogram annually if you’re 40 and above and once every 2 years if 50 and above. I hereby declare myself breast-aware!”*

### **Paddlers’ Salute In Celebration of 20 Years**



*BCF’s iconic award-winning dragon boat team ‘Paddlers In The Pink’ (PIP) welcomes GOH Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Social and Family Development, accompanied by a distinguished entourage, with a Paddlers’ Salute.*

This year, the Paddlers In The Pink team celebrates an awesome 20 years of “floating support”. Living true to their motto “WE CAN, WE DARE, WE LIVE IT!”, they continue to infect all those





around them with their vibrant and can-do attitude, inspiring all and spreading awareness of breast cancer, supporting camaraderie and sharing how much this dragon boating means to survivors, supporters as well as the community at large.

### **Innovative Displays Shine At Best Dress (\*Roving)**

Amongst the massive turnout, some participants stood out for their creativity. A few were spotted with their new eye-catching props, which grabbed attention to innovative displays of awareness and support.



### **T-Shirt Painting: Where Creative Expression Takes Center Stage**

Near the Media area, a group of young people were seen engrossed in artistic and self-expressive splashes & blobs on a plain-white T-shirt. The result was vivid displays of captivating artwork.



### Special Partners at Pink Ribbon Walk Rally For BCF



Several partners joined in the Pink Ribbon Walk to support Breast Cancer Foundation (BCF). Notable contributors included Income Insurance, Santino Coffee Specialists and Fresh Veggies Singapore etc, donating significant portions of their proceeds. Others such as Botanica Culture and Amrita's Artisan Bakeology also pledged significant percentages. The combined commitment of these partners showcased a diverse array of products, ranging from gourmet coffee, cold-pressed juices to artisanal bakes, all supporting BCF's vital mission.

### Reinforcing Vital Messages: A Pervasive Call For Early Detection

Over 3.5 hours, a crucial message emphasizing the significance of early detection was reiterated. The purpose was to serve as a persistent reminder for women to prioritize mammogram screening, otherwise there would be too much at stake.





### **Building Momentum For The Walk**

Leading up to the walk, Breast Cancer Foundation (BCF) has been conducting multiple awareness talks and outreach activities at community and corporate locations, workplaces, webinars, fundraisers with partners, culminating with this annual signature event. To support the breast cancer community, BCF is committed to promoting its programmes and initiatives that provide essential support for breast cancer survivors. These include the Wig Loan Programme, Positive Image Scheme, Befrienders' Programme, Healing Through The Arts Programmes as well as Survivors' and Caregivers' Support Groups. For those suffering from breast cancer, BCF remains dedicated to alleviating the financial and psychosocial burdens encountered during treatment and their recovery journeys.

### **Finally: Solidifying Our Commitment To A Cancer-Free Future**

Pink Ribbon Walk 2023 was not just a walk; it was a pledge where participants, sponsors, staff, and volunteers came together to reaffirm their commitment to a world where breast cancer is nothing more than a distant memory. The event emphasized the importance of early detection, prevention & support for all individuals impacted by breast cancer. Each step in Pink Ribbon Walk sends a message of solidarity and support to all those who are battling this disease or have triumphed over it. The event carried with us the stories of hope, courage and the unwavering determination to make a significant difference for the greater good.

“This is THE BEST Pink Ribbon Walk that I have ever attended. What a blast! Such an amazing outpour of supporters and sponsors. Well done to the fabulous team! Can see everyone is tired but still pressing on to make this a memorable event for all of us. Thank you so much BCF!” - **Kat Goh, BCF Member**

The success of Pink Ribbon Walk 2023 brings everyone closer once again to a world without breast cancer. BCF is grateful for the dedication of all staff, sponsors, supporters and volunteers in making this event possible.

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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](https://www.facebook.com/BreastCancerFoundationSg)
- Instagram: [@bcfsg](https://www.instagram.com/bcfsg)
- LinkedIn: [Breast Cancer Foundation](https://www.linkedin.com/company/BreastCancerFoundation)

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