

## BCF Courage Catwalk – Press Release

# 10 Courageous Breast Cancer Survivors Take to The Catwalk to Raise Awareness and Spread Hope as Part of International Women’s Day



**BCF  
COURAGE  
CATWALK**

07 March 2024  
6 pm  
J65@JEN Singapore  
Tanglin by Shangri-La  
\$100++  
For every seat purchased, \$10 will be donated to BCF

**Presented By**  
BREAST CANCER FOUNDATION Solis 暎

**Official Venue Partner**  
JEN SINGAPORE TANGLIN BY SHANGRI-LA

**Supported by**  
shunji matsuo BOBBI BROWN Singapore Fashion Council

**Singapore, Thursday, 29 February 2024** - In conjunction with International Women’s Day 2024, Breast Cancer Foundation (BCF) today announced its *Courage Catwalk* fashion event happening on Thursday, 7 March, held at J65@JEN Singapore Tanglin by Shangri-La, the official venue partner.

"For more than two decades, BCF has spearheaded the battle against breast cancer, dedicating unwavering efforts to educate, empower, and stand by those impacted by this transformative illness," said **Ms. Adeline Kow, General Manager of Breast Cancer Foundation**. "Through this event, we are hoping to shape a community that embraces changed bodies, while promoting self-love and acceptance. This platform seeks to provide cancer survivors with the opportunity to celebrate their survivorship whilst spreading the message of hope and courage in the fight against breast cancer."



The event, held in collaboration with Solis Breast Care and Surgery Centre, aims to celebrate survivorship and advocacy, whilst amplifying BCF's mission of raising awareness and providing support to those affected by breast cancer. The Guest of Honor for the evening will be Mrs. Catherine Ng, a founding member of BCF. The event, which is open to the public, will include a halal-certified dinner following the show. Priced at \$100++, 10% of each ticket sale will be donated to the BCF.

**Dr Esther Chuwa, Senior Consultant & Breast Surgeon from Solis** said, "We are honoured to stand alongside Breast Cancer Foundation for their *Courage Catwalk* event. This collaboration seals our ongoing commitment to advancing breast health awareness and screening. We are excited to be a part of a growing movement that fosters a community of strength, compassion, and empowerment."

To help address the various physical and psychological challenges associated with the onset of breast cancer, such as hair loss and mastectomies, BCF's *Positive Appearance Scheme* aims to support women through the providence of prostheses, bras, and complimentary wig loans.

In acknowledgement of the changes one goes through, and the strength that breast cancer survivors display, the *Courage Catwalk* is more than a fashion show; it aims to be a symbol of regained confidence, helping these 10 women reclaim their power and inspire other breast cancer survivors to do the same.

Hailing from diverse backgrounds, the 10 breast cancer survivors will grace the runway as they share their journeys of how breast cancer transformed their perspective on life. Using fashion as a powerful platform, BCF hopes that the women's empowering stories will inspire other women to take their health seriously and go for regular mammograms.

"I faced the storm of breast cancer, but on that runway, I am not just showcasing garments but the resilient fabric of my own journey. Every step echoes a testament to courage, proving that even in the face of adversity, we can redefine ourselves and inspire others to embrace their own transformative power." said **Ms Linda Tam, one of the 10 catwalkers.**

The hour-long event will showcase a curated fashion 'courage collection' by local designers from the Singapore Fashion Council. Shunji Matsuo will provide the hair styling while Bobbi Brown, part of The Estée Lauder Companies (ELC), is the makeup sponsor at the event.



“ELC has been at the forefront of supporting the global breast cancer community for more than 30 years. As a long-term partner of the Breast Cancer Foundation in Singapore, we are dedicated to making a difference for the local breast cancer community and are driven in our global mission to help create a breast cancer-free world for all. We are delighted to support this event to raise awareness of this disease and the importance of breast health, and feel honoured to play a part in empowering these breast cancer survivors to walk the runway feeling their best,” said **Becky Lee, Managing Director of The Estée Lauder Companies Singapore Affiliate.**

“Fashion is a unique form of expression for everyone, and it is inspiring to witness our 10 catwalkers embracing their uniqueness. We are thrilled to collaborate with the Breast Cancer Foundation to curate the looks for these inspiring women. We have come to know more about them, understand their journeys, and each look is specially tailored to reflect their distinct personalities,” said **Tat Sin Tay, Managing Director of Shunji Matsuo.**

“In partnership with Breast Cancer Foundation, the Singapore Fashion Council is excited to work alongside local designers, as we encapsulate the essence of International Women’s Day through stories of fortitude, perseverance, and optimism,” said **Zhang Ting-Ting, CEO, Singapore Fashion Council.** “Fashion brings people together; through this event, we hope that more people will understand the importance of spreading the message of early detection, whilst celebrating the survivorship and mettle of our brave warriors.”

**Event Details:**

Date: Thursday, March 7, 2024

Time: 6 pm

Venue: J65@JEN Singapore Tanglin by Shangri-La

Attendance: Open to the public

Ticket Cost: S\$100++ (For every seat purchased, S\$10 will be donated to BCF)

Registry options:

Website: <https://bit.ly/BCFCourageCatwalk2024>

Email: [j65@hoteljen.com](mailto:j65@hoteljen.com)

Phone: +65 6831 4374

The media kit, along with the 10 breast cancer survivors’ profile images and bios, can be found [here](#).

For more information on the Breast Cancer Foundation and its various initiatives, please visit <https://www.bcf.org.sg/>

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**About Breast Cancer Foundation**

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 organisation runs Singapore's first flagship Breast Cancer Centre, and the satellite Breast Cancer Support Centre @ Khoo Teck Puat hospital, with plans to establish more in the near future.

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/breast-cancer-foundation)

**About Solis Breast Care and Surgery Centre**

Founded with the belief to do better, Solis brings together a team of dedicated breast surgeons, breast radiologists and pathologists to adopt a multi-disciplinary approach to breast care. Solis integrates their services and facilities to provide patients with the expert care they need and deserve in the most seamless way possible, all under one roof.

**Solis Breast Care & Surgery Centre** offers all-inclusive services from diagnosis, procedures and surgery, to post-care. For comprehensive screening services, Solis works together with **Luma Women's Imaging Centre** to deliver thorough investigations and comprehensive treatments. With in-house pathological capabilities, the team is able to provide integrated, coherent interpretations that enable better-informed management decisions in a timely manner. Solis also partners with **CAN-CARE** to provide access to professional post-care advice, emotional support and innovative post-care products on a single platform.

For more information on **Solis Breast Care and Surgery Centre**, please visit [solis.sg](https://solis.sg)

- Instagram: [@SolisBreastCare](https://www.instagram.com/SolisBreastCare)
- Facebook: [@SolisBreastCare](https://www.facebook.com/SolisBreastCare)