

For Immediate Release

Breast Cancer Foundation appoints SPRG Singapore as Agency of Record to further amplify its PR & Social Media Presence

Singapore, Thursday, 14 March 2024 - Breast Cancer Foundation (BCF) announced today that it has appointed SPRG Singapore as the Agency of Record for its PR and Social Media work in Singapore after a competitive pitch.

The retainer contract will see the strategic communications agency develop myriad communications strategies to build brand awareness and credibility. SPRG Singapore will also handle BCF's media relations and outreach, together with its Advocacy and Communications team to reach a wider community. The agency will also be responsible for developing and implementing innovative social media strategies, creating compelling content, and managing BCF's social media channels to drive engagement and awareness. Through its communication efforts, SPRG Singapore hopes to cement top-of-mind awareness for BCF.

"Breast Cancer Foundation has been at the forefront of the fight against breast cancer as we continue to work tirelessly to educate, empower, and support affected individuals. As we evolve with the times, we must remain committed to our vision of being the first port-of-call for our survivors. In that same spirit, we have decided to embark on a brand rejuvenation journey with SPRG Singapore to continue advocating for the early detection of breast cancer," said Ms. Natalie Lau, Head of Advocacy & Communications, Breast Cancer Foundation. "The team not only showed that they understood our mission and challenges – they were also able to present creative, yet realistic ideas on how to take our brand story forward with both marketing ideas and strategic PR. We look forward to a long partnership with them."

BCF is dedicated to raising awareness and providing support to individuals affected by breast cancer. Established in 1997, it aims to be a one-stop service for all things breast cancer-related, for cancer survivors and their caregivers alike. BCF raises breast cancer awareness through talks, outreach events, partnerships, 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.

"We are proud to be part of this exciting and meaningful journey with BCF. They have always been creative in their breast cancer awareness efforts, and we're pleased that they liked our ideas. We look forward to working together with the team at BCF and changing the way breast cancer is talked about in Singapore," said Mr Edwin Yeo, General Manager, SPRG Singapore.

In the past year, SPRG Singapore was appointed by DCS Card Centre, the financial company formerly known as Diners Club Singapore for its creative, branding, and PR capabilities to develop marketing campaign concepts, and creatives for its rebrand and all associated products. The agency is also the PR agency on record for Base Entertainment

Asia, Asia Pacific's leading live entertainment company, which will be bringing productions such as *Matilda The Musical*, HAMILTON and Miss Saigon to Singapore this year.

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

About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that takes pride in its exceptional services to local and international clients in Asia Pacific. SPRG has 250 professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.