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**SINGAPORE'S LARGEST PINK RIBBON PARADE
AT THE 2017 PINK RIBBON WALK TO CELEBRATE
BREAST CANCER FOUNDATION'S 20TH ANNIVERSARY**

Singapore, 7 October 2017 – It was a grand, vibrant affair at the annual Pink Ribbon Walk as part of Breast Cancer Awareness Month (BCAM) initiatives by Breast Cancer Foundation (BCF). Held earlier today at the Event Square at Waterfront Promenade, more than 4,000 participants and volunteers turned up for event to celebrate BCF's 20th year anniversary. The event is proudly supported by main sponsor ICAP and co-sponsors Icon SOC and UPS Foundation.





Speaking at the event, Guest-of-Honour Dr Ng Eng Hen, Minister for Defence and Co-founding Member of BCF, said, “We had to turn the mentality of being victims to the disease to that of being survivors and thriving, living a full life, overcoming cancer as just one of life’s many challenges – not a death sentence. The hopeful message needed to be heard, that early stage breast cancer was curable and affected women could resume their lives, and even do more after treatment. But for far too many women then, and even today, misconceptions about screening and mammograms, or just plain fear and inaction, resulted in late diagnosis and poor prognosis.”





Participants were treated to a visual feast with the Singapore's **largest Pink Ribbon Parade** sponsored by UPS Foundation. Choreographed by Mr Gordon Choy, the Parade was made possible with participation from approximately 120 breast cancer survivors, families, volunteers, and healthcare professionals and BCAM partners from National Cancer Centre Singapore, National University Cancer Institute, Singapore. Participants of the Pink Ribbon Parade dressed up in 20 different pink ribbon themes and made up 20 vibrant contingents to commemorate BCF's 20-year journey of building awareness and cultivating a network of Shared Courage.

Some contingents that attracted much attention include the Pink Ribbon Stilt Walkers; BCF's very own Paddlers in the Pink who performed a spectacular Paddler's Salute; Pink Ribbon Thread and Needles contingent of survivors led by Ms Lily Chan (breast cancer survivor and volunteer instructor of BCF's Healing Through The Arts Programme, Sewing with Lily) representing a festive celebration of life after breast cancer. The Pink Ribbon Hunks' march also highlighted the importance of men's support in the breast cancer journey.





In addition to the Pink Ribbon Parade, families and children also had great fun at the **Carnival**, complete with a mini painting class conducted for the public by Ms Tan Bee Bee, a breast cancer survivor and volunteer instructor of BCF's Art Class under the Healing Through The Arts Programme.



Attendees were also delighted by the contingent of Pink Ribbon Dogs, Storm Troopers and Mark & Spencer's Percy & Penny Pig as they made their appearances to lend support to BCF's cause.







Participants also attended a Meet-and-Greet session with the cast of BRA, a new drama series on friendship and self-discovery. Starring Beatrice Chia as a breast cancer survivor along with Belinda Lee, Dhanya Nambiar, Koh Chieng Mum, Jimmy T. and Jason Godfrey, the series will premiere on 23 October 2017 at 10pm on Channel 5.



Mrs Noor Quek, President, Breast Cancer Foundation, said, “We would like to thank our donors, corporate partners, members, volunteers, EXCO and staff who have helped make BCF achieve many major milestones. We will continue to press on with our efforts to build awareness of the condition, highlight the importance of early detection and create an inclusive supportive network for all breast cancer survivors and caregivers to eradicate breast cancer as a life-threatening disease.”

Dr Karmen Wong, Medical Director, Icon SOC, said, “Icon SOC is proud to be a sponsor for the 20th anniversary of the Pink Ribbon Walk. Breast Cancer Foundation has consistently played a pivotal role in raising awareness of breast cancer, supporting breast cancer survivors and their caregivers in total wellness. As a healthcare provider, we see the positive impact of its various programmes and the huge difference it makes in the lives of our patients.”

Mr Lim Tze Hsien, Managing Director, UPS Singapore, said, “UPS aims to contribute to Singapore’s community and improve lives holistically. We do this through economic and technological investments, as well as through projects to advance the health and well-being of our community members. As part of our desire to make a difference in the lives of others and effect positive change, the UPS Foundation is proud to support BCF with a US\$30,000 grant to drive awareness initiatives. Also, in conjunction with UPS’s annual Global Volunteer Month, our employees are volunteering time

to help BCF spread the word on the importance of regular screenings to enable early detection and treatment of breast cancer.”

-END-

Press Images

Images of Pink Ribbon Walk 2017 and the Pink Ribbon Pins: [LINK](#)

Editor's Notes

For more information on the results of BCF's First-ever Nation-wide Situation and Needs Assessment Survey, please refer to Appendix A below.

For more information on corporate partnerships and other initiatives for Breast Cancer Awareness Month (BCAM) 2017, please refer to Appendix B below.

About Breast Cancer Foundation

Breast Cancer Foundation (BCF) is a non-profit organisation with the mission to eradicate breast cancer as a life-threatening disease. Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications that advocate early detection through regular screening. BCF also supports survivors, caregivers and their families through various counselling, education, empowerment and 'Healing Through The Arts' activities. One of the first advocacy groups in the world with a Men's Support League, BCF aims to encourage greater male participation in society's fight against this affliction. For more information, visit www.bcf.org.sg or follow us on [Facebook](#) and [Instagram](#).

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Appendix A: BCF's First-ever Nation-wide Situation and Needs Assessment Survey

BCF revealed the results of their flagship nation-wide *Situation and Needs Assessment Survey* on 3 October 2017 conducted with research partner Blackbox Research Pte Ltd. It is the first survey of its kind focusing on the psychosocial needs of women (and those of their caregivers) as well as general public's knowledge, attitudes and perceptions of breast cancer. The survey was carried out over two phases between May to July 2017 and garnered 1,985 responses from the public for the first phase.

Key findings from this survey include

1. Situational awareness of breast cancer in Singapore

- Respondents have limited knowledge of breast cancer and are hesitant to act upon it:

The survey identified that most respondents deemed breast cancer as dangerous and acknowledged the importance of regular breast checks. While this was assuring, the survey revealed that 27% of the respondents have never engaged in any breast checks, suggesting that there is a lack of breast cancer knowledge or there is a resistance to translating their knowledge into action.

- A higher proportion of men as compared to women advocating for regular breast checks:

94% of male respondents indicated that it is 'important' or 'very important' for women to conduct regular breast checks on themselves. This clearly underscores the potential of men playing a significant role to encourage women to conduct their monthly self-examinations and/or medical checks. Although findings show that 7 in 10 married men have asked their wives to go for regular breast checks, only 29% of married women indicate that their husbands have encouraged them to do breast checks.

2. Needs of survivors and caregivers

To better understand the needs of breast cancer survivors, the findings of the survey detailed the journey of a survivor. At each stage, the survey findings addressed the main issues faced, the emotions involved, as well as any needs the survivors may have. Accompanying advice to breast survivors on how best to address their feelings at each stage was also provided.

The journey also highlights that holistic survivor care cannot be provided in isolation. Social and family support are just as important as medical treatments, and this network of support will be required for as long as it takes for the survivor to get back on her feet.

For caregivers that are fighting alongside survivors in their breast cancer recovery journey, understanding their needs is just as important. Advice to caregivers on how to deal with different scenarios that they might face during this journey was also shared with them.

What's Next for BCF

The findings from the *Situation and Needs Assessment Survey* will guide BCF in the design of highly relevant awareness, advocacy and support programmes in the upcoming years.

The survey also highlighted opportunities in which BCF can improve outreach efforts. For example, BCF can also involve the younger generation, engage more survivors to share their stories and continue to encourage men to motivate the women in their lives to take charge of their health through regular breast checks. BCF also aims to further engage with corporate partners and healthcare organisations to build a more comprehensive and integrated programme for the community.

Moving forward, BCF would like to seek the public's opinion and garner suggestions on how they can improve their efforts. The public can send their feedback to feedback@bcf.org.sg.

Appendix B: Corporate partnerships and other initiatives for BCAM 2017

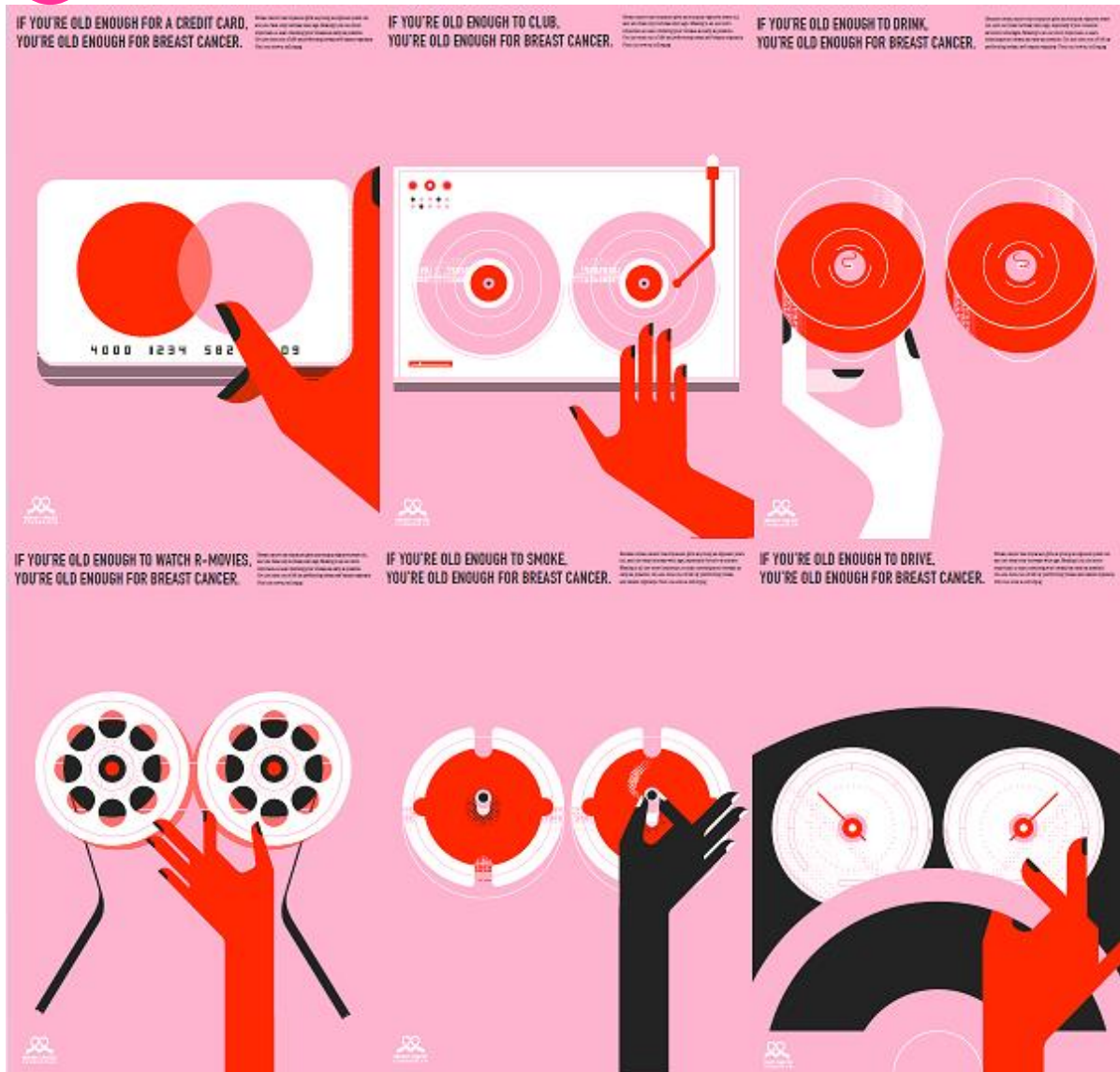
Images of corporate partnership initiatives: [LINK](#)

1

Wear the Pink Ribbon - Together, We Are Not Alone (ongoing)



In celebration of BCF's 20 years of shared courage, this year's Pink Ribbon Pin design is inspired by the loving support network that breast cancer survivors need in the fight against breast cancer. By combining 20 ribbons side by side, it symbolises a united front for one and all to stand together against the condition. Members of the public may get BCF's the 20th anniversary Pink Ribbon for a minimum donation of \$2 and above. Find out more at www.pinkribbonsingapore.org/.



BCF will also launch a new outreach campaign during BCAM in partnership with advertising agency DDB Group Singapore. The campaign will target Singaporeans of all ages to raise awareness about breast cancer and the importance of early detection to save lives and breasts. The emphasis is on encouraging women of all ages to form the habit of conducting monthly breast self-examinations as early as possible. Find out more on BCF's Facebook page at www.facebook.com/bcf.pink and help spread the message.

3

Treat yourself to a Pink Ribbon Cake (Throughout October 2017)



BCF has partnered with Cedele group to create the Pink Ribbon Cake to mark BCF's anniversary of 20 years. Personally designed by Ms Yeap Cheng Guat, founder of Cedele Group, the Pink Ribbon Cake composes of a light vanilla sponge with chia seeds and pistachio, finished with raspberry frosting, and marked by BCF's signature double Pink Ribbon logo. Cedele Group (The Bakery Depot Pte Ltd) is also sponsoring the Pink Ribbon Walk cake-cutting ceremony with a customised two-layer cake that stands at approximately 20" x 20".

Each Cedele Pink Ribbon Cake will be sold at \$56 and \$8/slice. Available for sale at all Cedele bakery outlets throughout October 2017, 20% from the sales of this cake will go towards supporting BCF in their cause and efforts.

Information and images of Cedele Group and Pink Ribbon Cake: [LINK](#)

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Banyan Tree Hotels & Resorts



Throughout October 2017, Banyan Tree Hotels & Resorts will partner with BCF to raise funds for the cause. For every night's stay, guests will receive a turn-down gift should they wish to participate in the cause by donating USD\$2 (Banyan Tree) and USD\$1 (Angsana & Cassia). In return, guests will be able to keep a sand-filled turtle or starfish respectively. The hotels will match the amount donated by guests, dollar for dollar.

In collaboration with Banyan Tree Hotels & Resorts, its retail arm - Banyan Tree Essentials - known for most-loved aromatherapy and home spa collections, will join BCF to spread the awareness of breast cancer and prevention measures. Members of the public who sign up with Banyan Tree Essentials through BCF's newsletter will receive an exclusive pink gift. 80 gifts (20 for each item) will be given away in the month of October.

Gifts include:

1. Rejuvenating Lotus Shower Gel
2. Pink Sandfilled Turtle

3. BCF Bag Hooks
4. Pink Sandfilled Starfish

For more information, visit www.banyantreeglobalfoundation.com.

5 Bridgestone's Pink Valve Cap Donation Drive Campaign



For the second consecutive year, Bridgestone Tyre Sales Singapore Pte Ltd (BSTSG) is teaming up with BCF in the fight against breast cancer with the Pink Valve Cap Donation Drive Campaign running from 1 August to 31 October. During the campaign period, 10,000 packs of four pink tyre valve caps will be made available at \$4 each alongside donation boxes at 35 participating Bridgestone dealers' and business partners' stores.

All sales proceeds and donations collected throughout the campaign will go towards supporting BCF's various outreach and support programmes and services, and strengthen awareness among the community. For further information, email enquiry.singapore@bridgestone.com or contact Bridgestone Marketing at 6777 4181.

6 Join in the pink feasts at Goodwood Park Hotel



Three renowned dining establishments in Goodwood Park Hotel – Gordon Grill, L'Espresso and Min Jiang are serving up curated menus or dishes in beautiful hues of pink to celebrate BCF's 20th Anniversary. Every guest who orders from these selected menus or dishes will receive a BCF Pink Ribbon Pin – 20th Anniversary edition. The hotel will donate to BCF the value of the total number of pins given out. In the same month, guests who wish to make a minimum \$2 donation or more for the pins

may do so at the participating dining outlets via a BCF donation box. All donations received will go to BCF. For more information online visit: www.goodwoodparkhotel.com.

7

Happy Diapers



Happy Diapers will be releasing a Tula Exclusive: Hope.Faith.Love Baby carrier as part of Breast Cancer Awareness Month Promotions for October. The first 60 customers will receive a complimentary pink ribbon pin. This collaboration has been ongoing since 1st August 2017 and will end on 31st December 2017. For each Hope.Faith.Love Baby carrier sold, \$10 will be pledged to BCF.

The Hope.Faith.Love Baby carrier can be purchased at their physical retail shop at Havelock II Retail Mall, 2 Havelock Road #B1-01 Singapore 059763 or from their online website: <http://www.happiediapers.com>

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Stand #StrongerTogether with PAZZION Group



PAZZION will be releasing limited-edition pump heels in pink suede together with a series of personal stories by four breast cancer survivors who have courageously shared about their journey, in hopes that it would be a source of comfort, support and inspiration for women.

The heels sport a classic ribbon design, resembling the loop of pink ribbon, raising awareness about breast cancer. The heels will be available at all PAZZION stores, as well as the [e-store](#) from 1 to 31 October 2017. It will retail for \$76 and 30% of the net proceeds will go to BCF to fund their members' activities.

9

Shangri-La Hotel, Singapore



Area Executive Pastry Chef Hervé Potus extends his support of Breast Cancer Awareness by crafting a new limited-edition Blossom Thought Cake. Charming heart-shaped and decorated with a pink chocolate Breast Cancer Awareness ribbon, the Thought Cake is an elegant creation of Japanese Sakura bavaois, white peach stew and almond dacquoise. The Blossom Thought Cakes are priced at \$38nett each and \$20 for every cake sold will be donated to Breast Cancer Foundation. Available for purchase and collection from Shophouse in the Shangri-La Hotel, Singapore lobby daily from 1 to 31 October 2017.

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Wacoal Singapore Pte Ltd



Wacoal Singapore has been a proud supporter of breast cancer awareness since 1997, and continues to support BCF's Wear The Pink Ribbon Campaign.

From 1 to 31 October 2017, Wacoal will hold its Pink Ribbon Campaign. Customers and members of the public who make a donation at BCF donation boxes placed at Wacoal outlets will receive a BCF pin and 6 Wacoal membership Points (equivalent to \$6). Join us for Wacoal measurement fitting campaign for a free measurement fitting and receive a limited-edition car decal.

Wacoal will donate \$0.50 to Breast Cancer Foundation with every measurement fitting done.

Wacoal Singapore Website: <http://www.wacoal.com.sg/>

Wacoal Pink Ribbon Global Website: http://www.wacoal.jp/pink_ribbon/global/

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Crabtree & Evelyn: Love, Hope, Fight, Cure

This October, Crabtree and Evelyn goes pink in support of breast cancer awareness. They are joining Breast Cancer Foundation (BCF) in their mission to eradicate the condition through Wear the Pink Ribbon Campaign. According to BCF, breast cancer remains Singapore's most common cancer among women, with 1,850 cases being diagnosed each year. Crabtree and Evelyn invites you to Wear the Pink Ribbon this month to raise awareness of the need to fight breast cancer and promote early detection. With every purchase at any of our retail stores, you can buy a pink tote bag and pink ribbon pin for just \$2. All proceeds from the sale of the pink tote bag and pin set will be donated to BCF in support of their cause.

Ready, set, GO PINK.

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Centenary Cares presents their 5th Annual Pink Bow Tie Ball (7 October 2017)

Centenary Cares presents their 5th Annual Pink Bow Tie Ball with the theme of the fashion and glamour of 1930s Shanghai in support of BCF. At the 2017 Pink Bow Tie Dinner, guests will wine and dine in style with special guest star performances and appearances by Nat Ho and others together with many distinguished guests who support the important work of promoting awareness and early detection of breast cancer.

Pink bow ties, neck ties, and other themed accessories can be purchased at the reception with proceeds donated to Breast Cancer Foundation.