



Breast Cancer Foundation rallies Singapore for Breast Cancer Awareness month with series of activities in October

19 September 2016 – This October, Breast Cancer Foundation (BCF), a non-profit organisation with the mission to eradicate breast cancer as a life-threatening disease, is kicking off Breast Cancer Awareness Month with a big bang to shed light on a disease that affects 1 in 11 women during their lives. From a social movement to signature activities, BCF hopes these events will inspire, educate, empower and help transform breast cancer awareness into breast cancer action.

“Over the years, Singaporeans have become more knowledgeable about breast cancer,” said Noor Quek, President of BCF, “Despite this, many still find it difficult to talk about breast cancer and hence, are not able to provide survivors or warriors with the adequate support they need.”

“Through our month long campaign and activities, we aim to bring the crux of the issue to the forefront. We have also partnered with various brands and leveraged different channels to bring awareness to places that younger Singaporeans frequent and drive across the early detection message.”

Here are some ways you can take action this October and make a difference in your life and in the lives of the ones you love -

Participate in a social movement: Say #Breast. Save Lives



Breast cancer is the most common cancer among women in Singapore and early detection of breast cancer can save lives, but two in five Singaporeans hesitate to say the word “breast” because they associate it with provocative content, and the Internet fuels this stigma.

BCF launched the [Say #Breast. Save Lives](#) campaign as a first step towards encouraging Singaporeans to open up to the topic of breast cancer by first saying the word “breast”. It is a digital campaign that aims to raise breast cancer awareness by redefining how the word is used in social media today. The campaign includes a social experiment video to demonstrate that there is nothing embarrassing or wrong with saying the word and a community movement that rallies for the public to show their support by posting a video of themselves saying the word “breast” with the hashtag #breast and #bcfsg.



Join the Pink Ribbon Walk by BCF



Celebrate life and honour those affected by breast cancer by joining in the annual [Pink Ribbon Walk by BCF](#) held on 1 October at the Event Square @ Waterfront Promenade. A BCF signature event organised to raise awareness for the cause, the walk reinforces the importance of a healthy lifestyle and demonstrates solidarity with those afflicted with breast cancer.

Minister for Culture, Community and Youth Grace Fu will be present at the event as this year's Guest-of-Honour.

Complementing the 4 kilometre walk, this year's event will also feature a carnival and for the very first time, a concert - to attract families and a younger demographic. Hosted by Rosalyn Lee, the day's activities will kick off at 2pm with performances by local talents The Cashew Chemists, Theodora Lau and Daphne Khoo. Register the whole family to join the walk against breast cancer and stand a chance to win exciting prizes in the lucky draw with top prizes including an OSIM uChill Office Chair, JVC multi-component sound systems and Sanyo dual cameras sponsored by Compressport Singapore, and 3D2N cruises for two aboard the Superstar Gemini by Genting Hong Kong & Star Cruises.

Wear The Pink Ribbon



The signature pink ribbon is an international symbol representing awareness and hope in the fight against breast cancer. This year, BCF, in collaboration with Parkway Cancer Centre, is releasing a special Pink Ribbon pin to raise awareness of breast cancer, promote early detection and show solidarity with people affected by breast cancer. Designed by DDB, this year's pin combines hues of pink representing the community of different supporters coming together to support one cause and a silver rim around the pin signifying the strong support of men to the women in their lives.

PCC is celebrating their 10th anniversary of offering Hope, Health and Happiness in the national fight against breast cancer. "For a decade, we at Parkway Cancer Centre have been bringing the best treatment we can to patients. But we also believe cancer care need not be complex. This year, we continue to partner Breast Cancer Foundation by increasing awareness, and further reducing stigma



in a bid to simplify cure by reminding one and all of the importance of early detection. Early Detection - Simplifies Cure,” said Dr See Hui Ti, Medical Oncologist, Parkway Cancer Centre.

Throughout the month of October, the iconic pink ribbon will be available across Singapore at retail, health, corporate and F&B partners including Club 21, Marks & Spencer, Parkway Cancer Centre, Raffles Hospital and National University Cancer Institute. For a full listing of locations, visit www.pinkribbonsingapore.org/locating-pink-ribbons.

The pins come in two designs:

- (1) a regular pin that donors may get for a minimum donation of \$2 each;
- (2) a crystal encrusted pin for a minimum donation of \$5

Beyond raising funds, BCF hopes that the act of wearing the pink ribbon pins will help create greater awareness of breast cancer and spread the important message on early detection and breast screening. Be spotted wearing the pins and stand a chance to win attractive prizes in BCF’s “Pin It To Win It” Lucky Draw. Top prizes include sets of 4D3N cruises, sponsored by Genting Hong Kong & Star Cruises, and other fantastic prizes from Coach, Estee Lauder, Shou Slimming, Jean Yip Group, and OSIM International Private Ltd.

Ride the Pink Train

In a first-of-its-kind partnership, BCF, supported by Land Transport Authority (LTA), has commissioned an MRT train which will be decorated in the *Say #Breast. Save Lives* theme.

Decked out in the iconic pink colour associated with breast cancer awareness, the train will feature local statistics about breast cancer from the campaign and is aimed at encouraging Singaporeans from all walks of life to open up to the topic and take part in the cause.

The decorative features in the train cabins also incorporate social ‘nudges’ to encourage gracious behaviour among commuters as part of LTA’s efforts to create a people-centred transport network that commuters can enjoy, while supporting the community’s social causes. For example, decals with the words ‘Make a stand for Breast Cancer Awareness’ are affixed to the train seats to encourage commuters give up their seats while standing in support of the cause.

To be launched by Senior Minister of State for Health, Dr Amy Khor, the pink train will run for a month from 3 October on the North-South East-West Line.

Shop for the Cause

As part of Breast Cancer Awareness Month, many organisations including Bridgestone Tyre Sales Singapore Pte Ltd, Wacoal Singapore, Goodwood Park Hotel, Shangri La Hotel Singapore and Banyan Tree Hotels & Resorts have joined BCF in the fight to bring attention and awareness to an issue that affects thousands of women, men and their families every year.

Through their limited edition launches, they hope to increase early detection and prevention, drive public awareness, and provide support to those fighting the disease. Shop these great brands and products guilt-free, knowing that each purchase makes a meaningful difference.

This October, through the activities and with the support of partners, BCF aims to increase awareness about issues such as prevention, early detection, research and support, to brighten the future of many families across Singapore.



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More details of supporting partners are available in the accompanying appendix.

Additional images are available for download here:

<https://www.dropbox.com/sh/akgvb96da1n0w72/AAB7cYQhu7uYtVj3dj2YtLVa?dl=0>

Press Contact

Ian Lee / Rachel Lok, T: +65 6220 2623, E: bcf@ketchum.com

Melanie Sim / Ann Wong, T: +65 6352 6560, E: melanie@bcf.org.sg / ann@bcf.org.sg

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 <http://www.bcf.org.sg>.



APPENDIX: Third Party Initiatives in Support of BCF

1. Bridgestone Tyre Sales Singapore Pte Ltd.



In its first collaboration with BCF, Bridgestone Tyre Sales Singapore Pte Ltd will launch the Bridgestone Pink Valve Cap Donation Drive Campaign on 1 October 2016. Held over a period of three months, members of the public will receive a pack of four pink valve caps for every donation of \$4 to BCF made at the 25 Bridgestone participating dealers. All proceeds from the sale of pink tyre valve caps will go to the foundation.

2. Snapped HQ Pte Ltd



Boobbae
by Puffingmuffin



Pink Pink Pink
by Snapped



MonsterLove II
By Wackymons



Bras for Awareness
by Nina May Design

In honour of Breast Cancer Awareness Month, Snapped has collaborated with artists from around the globe to launch a [limited Wear It Pink collection](#) for the month of October. The primary aim of this campaign is to raise awareness of the importance of early detection in treating breast cancer. Net proceeds from the collection will be donated to BCF.

3. Banyan Tree Hotels & Resorts



Throughout October, Banyan Tree Hotels & Resorts will partner with BCF to raise funds for the cause. On the first night of their stay, guests will receive a turn-down gift should they wish to participate in the cause by donating USD\$2 (for Banyan Tree) and USD\$1 (for Angsana). In return,



guests will be able to keep a specially designed sand-filled pink turtle or starfish respectively as a token of appreciation. The group will match the total amount donated by guests dollar for dollar.

4. Wacoal Singapore Pte Ltd



From 1 to 31 October, customers and members of the public who make a donation at BCF donation boxes placed at Wacoal outlets will receive a BCF pin and a \$6 cash voucher, while stocks last.

In addition, Wacoal will donate \$0.50 to BCF for every measurement fitting done. No purchase is required. Customers will also receive a limited edition car decal as a token of appreciation for their participation.

5. Goodwood Park Hotel



For the month of October, guests at the L'Espresso restaurant in Goodwood Park Hotel will be in for a 'pink' treat while dining for a notable cause in light of Breast Cancer Awareness Month! The popular English Afternoon Tea buffet will include a gorgeous array of pretty-in-pink delights specially created by the hotel's culinary team for this limited period.

In addition, every guest who dines on the English Afternoon Tea buffet in October will receive a Breast Cancer Foundation (BCF) pink ribbon pin worth \$2. The hotel will donate to BCF the value of the total number of pins given out.



6. Shangri-La Hotel, Singapore



Shangri-La Hotel, Singapore has crafted a series of dining experiences at the Rose Veranda, Lobby Court and The Line Shop to increase awareness and raise funds for BCF.

Strawberry Yuzu Thought Cake at The Line Shop

Area Executive Pastry Chef Hervé Potus has crafted a new limited edition Strawberry Yuzu Thought Cake. Charmingly heart-shaped and decorated with a pink chocolate Breast Cancer Awareness ribbon, the Thought Cake is strawberry flavoured with vanilla sponge and frosted with a cloud of yuzu cream and delicate lemon caviar.

The Strawberry Yuzu Thought Cakes are priced at \$38nett each and \$3.80 per cake sold will be donated to BCF. Pre-orders are available at www.slsfestive.oddle.me and cakes may be collected from the Cake Collection Booth in the Shangri-La Hotel, Singapore lobby daily from 1 to 31 October 2016.

Blush and Bubbly - Pink Afternoon Tea At Rose Veranda and Lobby Court

Rose Veranda and Lobby Court will be presenting their Pink High Tea Buffet and Three Tier Pink Afternoon Tea respectively from 1 to 31 October 2016.

Guests may enhance the afternoon tea experiences at Rose Veranda and Lobby Court with Perrier-Jouët Blason Rosé, Champagne, France priced at \$178++ per bottle or two-time recipient of the Best Sparkling Rosé of Chile Miguel Torres Santa Digna Estelado Sparkling Rosé, Curico Valley, Chile, which is certified Fair Trade and priced at \$78++ per bottle. 15% of the proceeds from each bottle sold will be donated to BCF.