

PRESS RELEASE
For Immediate Release



Breast Cancer Foundation Kicks Off 20th Anniversary

*Look out for the new Pink Ribbon Pages guidebook &
Nation-wide Situation and Needs Assessment Survey at the
Commemorative Exhibition!*

Singapore, 8 May 2017 – Breast Cancer Foundation (BCF), a non-profit organisation set up in 1997, officially launched their 20th Anniversary Commemorative Exhibition today at VivoCity. Mrs Yu-Foo Yee Shoon, Guest-of-Honour and Founding Patron of BCF, officiated the event and unveiled the 20th anniversary logo.



From L-R: Mr Shailesh Ganu (Executive Committee Member, BCF), Mrs Noor Quek (President, BCF) and Mrs Yu-Foo Yee Shoon (Guest-of-Honour and Patron, BCF) unveiling the BCF 20th anniversary logo
(High-res image available [here](#))

Staying true to their mission to eradicate breast cancer as a life-threatening disease, the overall message of the exhibition **“Early Detection Saves Lives, Saves Breasts”** aims to raise awareness of breast cancer to the heartlands of Singapore. Visitors will be inspired by **stories of survivors overcoming breast cancer**; learn more about BCF’s **20-year history** and see **up-close memorabilia** collected over the past 20 years; as well as get an on-the-spot, **hands-on education** on the breast self-examination and mammogram process.



From L-R: Mr Cheah Hock Leong (Assistant Secretary, BCF), Mrs Noor Quek (President, BCF), Dr Julia Gandhi (Assistant Treasurer, BCF), Mrs Catherine Ng (Former Chairperson, Fundraising, BCF), Mrs Yu-Foo Yee Shoon (Guest-of-Honour and Patron, BCF), Ms Katherine Tan (General Manager, BCF), and Mr Shailesh Ganu (Executive Committee Member, BCF) at the BCF 20th Anniversary Commemorative Exhibition
(High-res image available [here](#))

“20 years marks a momentous milestone for BCF as we continue in our efforts to raise awareness about breast cancer, as well as advocating early detection through regular screening and lending ongoing support to survivors, caregivers and their families,” said Mrs.

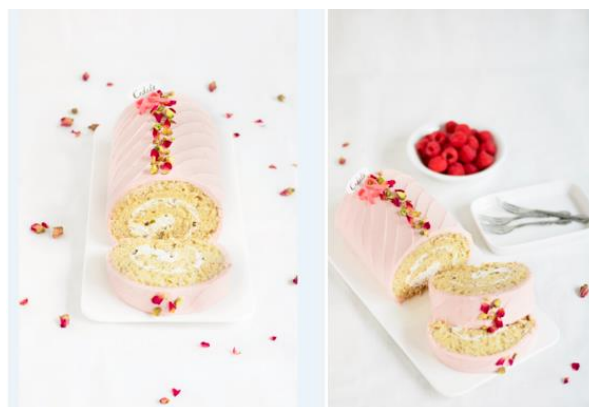
Noor Quek, President of BCF. “Through a series of activities like this roving exhibition, the *Pink Ribbon Pages* guidebook, as well as the Situation and Needs Assessment Survey, we hope to reach out to even more Singaporeans this year to cast a spotlight on this disease. We are also thankful to our corporate partners like Cedele Group who have supported our cause with a special Pink Ribbon Cake.”

At the launch of the 20th Anniversary Commemorative Exhibition, BCF announced the following initiatives that the public can look forward to:

- ***NEW* BCF guidebook: *Pink Ribbon Pages*** ([Link](#)), an informative 36-page directory providing guidance to those newly diagnosed and their caregivers.
- ***NEW* BCF nation-wide initiative: *Situation and Needs Assessment Survey***, the first survey of its kind focusing on the psychosocial needs of women (and those of their caregivers) as well as general public’s attitudes and perceptions of breast cancer.

Separated into two phases,

- The 1st phase of this survey aims to garner 1,500 responses from the general public, as well as women diagnosed with breast cancer and their caregivers to help BCF gain a deeper understanding of local perceptions and awareness of breast cancer.
 - A 2nd phase of this survey has also been commissioned to focus on face-to-face interviews with women diagnosed with breast cancer and their caregivers, to have an in-depth understanding of the full journey they go through to combat and live with breast cancer.
 - The results of the survey, which will be released in September this year, will guide BCF in their design of highly relevant awareness and advocacy programmes in the upcoming years.
- The **Pink Ribbon Cake**, a partnership between BCF and Cedele Group to mark both their anniversaries of 20 years. Personally designed by the founder of Cedele Group, Ms Yeap Cheng Guat, the Pink Ribbon Cake composes of light vanilla superfood chia seeds and pistachio, finished with raspberry frosting and marked by BCF’s signature double Pink Ribbon logo. Available at Cedele outlets throughout the month of October 2017 (Breast Cancer Awareness Month), 20% of proceeds will go towards supporting the foundation in their cause and efforts.



Admission to the exhibition will be free to the public, and it will be stationed at **VivoCity**, the Official Venue Partner for this launch, from **8 to 14 May 2017** before moving to various locations around the island over the course of the year.

Other quotes (please contact us for interview of the following survivors):

- **Smita Sharma, 43, Breast Cancer Survivor and BCF Volunteer Befriender**
“Other survivors have been through so much more and still remain so positive, we simply just have to fight back.”
- **Chen Zhichun, 33, Breast Cancer Survivor and Speaker at Breast Cancer Awareness Talk**
“I am living with cancer, not as a weak warrior, but as a valiant victor.”

(On BCF) “It is here that I realize I am not alone. It is here that I am empowered to be a warrior against my disease. I am not defeated, but I am a victor against the odds.”

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Media Kit

- Images of exhibition launch event: [LINK](#)
- Pink Ribbon Pages guidebook in digital format: [LINK](#)
- BCF's 20th Anniversary video: [LINK](#)
- BCF milestones and images: [LINK](#)
- Survivor's biographies: [LINK](#)
- Information and images of Cedele Group and Pink Ribbon Cake: [LINK](#)

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> or follow us on [Facebook](#) and [Instagram](#)!

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