

MEDIA ADVISORY
For Immediate Release



Men in the Spotlight:
Breast Cancer Foundation's New #ImOnYourTeam Campaign

Singapore, 15 June 2017 – As part of the on-going dedication to raise breast cancer awareness, Breast Cancer Foundation (BCF) today launches the all-new men's outreach digital campaign “#ImOnYourTeam” with a video ([LINK](#)). This campaign is one which all men can participate over this Father's Day weekend and beyond – to support women in their battle against breast cancer.

Breast cancer is often thought of as a “woman's issue”, and there's a societal assumption that men do not have much of a role to play in the mission to eradicate breast cancer. However, the video showcases the fact that when a woman is diagnosed with breast cancer, all the men in her life – her son, husband, father, colleagues, and friends (as well as many others) – are affected. Even though breast cancer is the most common cancer affecting women in Singapore (one in 11 women is diagnosed in their lifetime), the good news is, chances of survival increases significantly (80-90%) when detected early (during stages one and two). This underlines the support of both women *and* men as being equally important in the fight against breast cancer.



The #ImOnYourTeam men's outreach digital campaign is a social movement by BCF that aims to raise 2,000 pledges from men to encourage the women in their lives to conduct regular breast self-examination and / or go for mammograms.

To **make a pledge** for the #ImOnYourTeam campaign, men can follow these **3 simple steps**:

1. Post a photo / video with an important woman in your life on your Facebook, Instagram or YouTube account. Tell us who she is and what she means to you in the caption.
2. Take the pledge to encourage her to do breast checks: Breast self-examination and / or mammograms.
3. Include hashtags #ImOnYourTeam and #BCFSG, and tag three other gentlemen to do the same.

Important: Remember to set your post / profile to public so more people can benefit from your sharing!

Example:



Media content partner [SGAG](#) and social media influencers including [Benjamin Toh \(Typical Ben\)](#), [Eden Ang](#), [Fauzi Aziz](#), [Yap Xin De](#) and more have already jumped on-board to pledge their support for their family and friends. BCF will also be sharing inspiring stories and pledges on BCF's [Facebook page](#).

“At SGAG, we believe in supporting and playing our part in raising awareness amongst our audience for meaningful causes. The work that Breast Cancer Foundation is doing is extremely meaningful and we will do all we can to support their campaign,” said Mr. Karl Mak, Co-founder, SGAG.

Why wait to show support for the women in your life? Pledge to the cause and be part of the #ImOnYourTeam campaign today!

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Press Images

Download campaign visuals and stills from video [here](#).

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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