

HONG KONG CANCER FUND  
Annual Review 2011–2012



So no one faces cancer alone.

# Message From Founder & CEO



## Dear Donors, Supporters and Friends,

We have experienced an incredibly rewarding year with regards to extending our network of support throughout the community.

“None of this would have been possible without your support and generous contributions, something that warms my heart and the hearts of those touched by cancer.”

**Sally Lo,**  
MBE, Founder and Chief Executive  
Hong Kong Cancer Fund

During the year under review, we were pleased to record more than 88,000 attendances at our three CancerLink Centres, a 30% increase compared with the same period last year. This growth could be partly attributed to the expansion of our Wellness Programmes and the introduction of our Young Adult Services, aimed at helping an often overlooked group in Hong Kong.

## Bettering the Cancer Journey

In addition, Cancer Fund has also undergone a major upgrade of our hotline service. A study of this service highlighted that callers required professional counselling and crisis intervention. Now staffed by oncology nurses and trained social workers, the hotline serves to better meet these needs.

We provide factual cancer information and act as a reference to

our cancer support services, working towards alleviating anxieties through emotional support, all with the help of a sophisticated system connecting our three centres.

As a result of these changes, we saw a 23% increase with over 14,132 hotline calls compared with 11,478 from the previous year.

We also saw massive growth of our ‘Rainbow Club’ – a service designed to address the needs of children (aged 5 to 15) who are affected by a cancer diagnosis in the family. Our child care specialists explain cancer to them using age appropriate information and different evidence-based therapies.

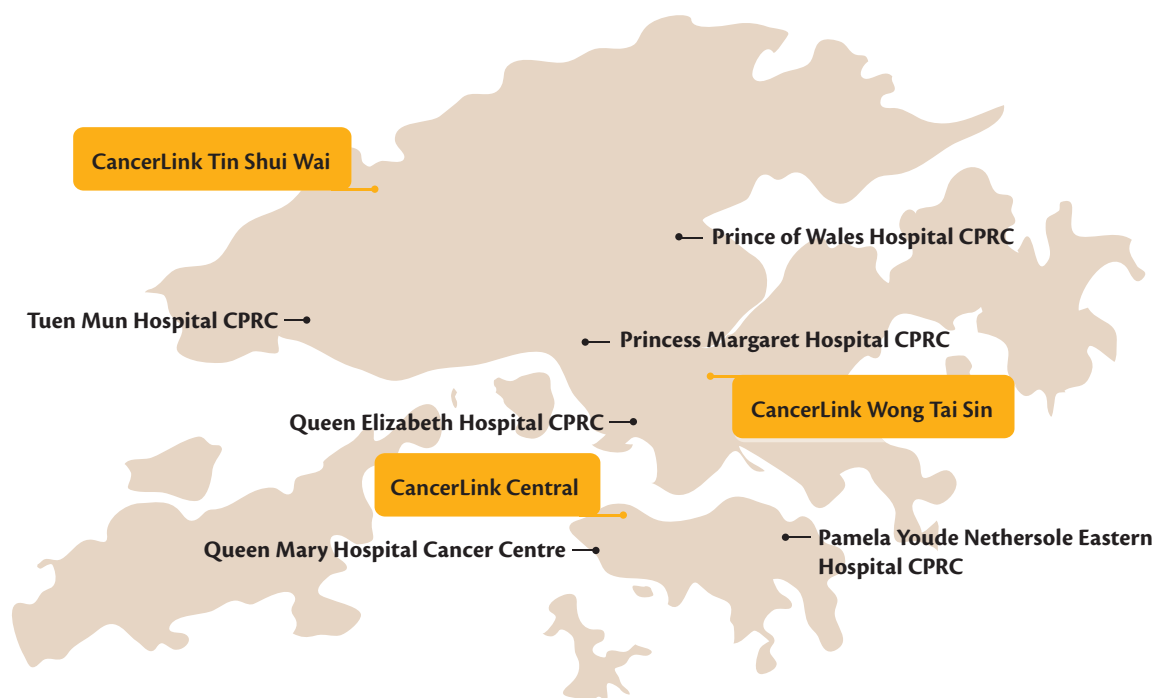
This family orientated service has grown rapidly since its launch in October 2010 and in addition to our 3 CancerLink Centres, these services are now available in 6 hospitals around Hong Kong. During the

**↑30%** 88,054 attendances at CancerLink centres

**↑23%** 14,132 hotline calls

**↑48%** 5,764 attendances for clinical counseling service

## Our Support Network



period under review, we served a total of 793 children and more than 400 family members, with 10,867 attendances recorded.

Our website [www.cancer-fund.org](http://www.cancer-fund.org) continues to be an essential resource for both the local community and people affected by cancer globally. During the last year we had over 400,000 unique visits to our website, with our cancer information booklets being downloaded more than 800,000 times. Our social media presence also increased dramatically, with our Facebook fans growing from 1,300 in 2010 to more than 11,300 by 2012.

### Expansion and Growth

Our commitment to bettering the overall quality of cancer care in Hong Kong and the patients'

hospital experience continued this financial year with the funding of two capital projects. These included the expansion and renovation of the Tuen Mun Hospital Cancer Patient Resource Centre and Department of Clinical Oncology, as well as the 'Integrated Oncology Clinic' at the Prince of Wales Hospital.

### Cancer Affects Us All

Cancer is a disease that impacts the lives of many, and in one way or another we are all affected. We continue to strive to make a difference and to ensure that no one faces cancer alone, with a hope that each day the journey gets easier.

I would like to take this opportunity to thank each and every one of our 'Circle of Friends' members. Your contributions

continue to serve as an essential form of income, sustaining our free on-going services throughout our CancerLink support centres.

We are so grateful to all our supporters, donors, staff, volunteers, professional advisors and friends for your contributions. Please continue to be such a vital part of our mission because without you we would not continue to exist. We are your Cancer Fund, and we look forward to continuing our efforts to better the lives of those touched by cancer.

**Sally Lo, MBE**  
**Founder and Chief Executive**  
Hong Kong Cancer Fund

# Who We Are

Our mission is to ensure that no one faces cancer alone. We're committed to making life better for people touched by cancer.

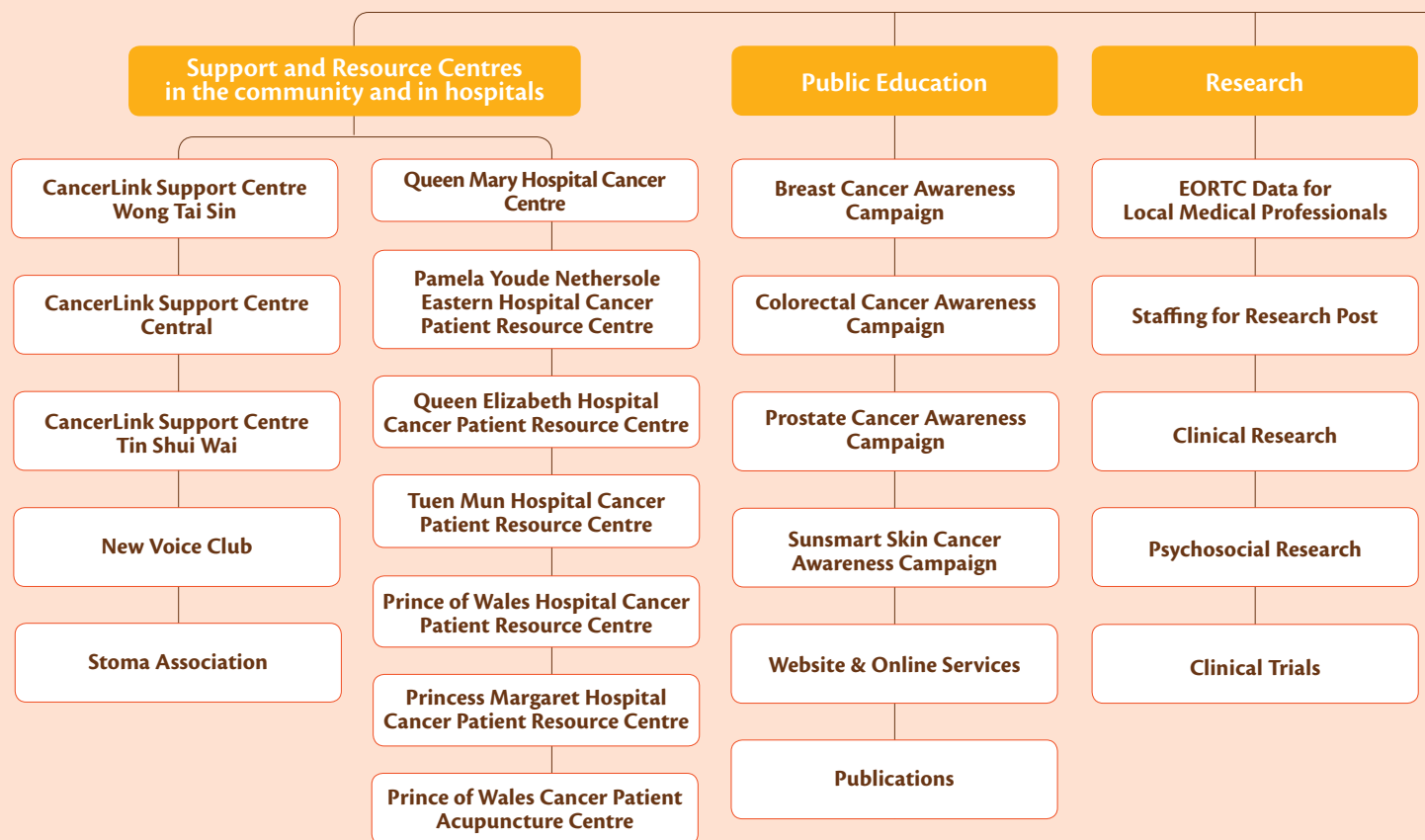
We are Hong Kong's largest cancer support organisation, providing free information and professional support to anyone living with or affected by cancer. With a network of free support spanning the hospital, the home and the community, our mission is to ensure that no one faces cancer alone, and to better the cancer journey.

We not only provide vital support to cancer patients and their families, but we also help to improve hospital environments, increase public awareness of cancer and fund local research and training to better the future of cancer care.

We are also a member of the European Organisation for Research and Treatment of Cancer (EORTC).

## Our Services

ONGOING



### Patron

The Hon. Donald Tsang, GBM,  
The Chief Executive, Hong Kong SAR

### Honorary Presidents

Mrs. Sally Lo, MBE (Founder & Chief Executive)  
Sir David Tang, KBE

### Executive Committee

Mr. Robert Lo (Co-Chairman)  
Dr. Tony Mok  
Dr. Wesely Shiu  
Mr. Alan Smith, JP  
Dr. Andrew Yuen (Co-Chairman)  
Dr. Siu-Tsan Yuen

### Members of the Fund

Prof. Cecilia Chan, JP

Dr. William Foo

Mr. Robert Lo (Co-Chairman)

Mrs. Sally Lo, MBE (Founder & Chief Executive)

Dr. Tony Mok

Dr. Wesely Shiu

Mr. Alan Smith, JP

Dr. Andrew Yuen (Co-Chairman)

Dr. Siu-Tsan Yuen

Ms. Angela Wang

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Mr. Robert Lo (Co-Chairman)

Mr. Alan Smith, JP

Mr. Christopher Smith

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Dr. Candace Ho

Dr. Ava Kwong

Dr. Anne Lee

Dr. Tony Mok

Dr. Jonathan Sham, JP

Dr. William Wei

Dr. Siu Tsan Yuen

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Prof. Cecilia Chan, JP

Prof. Richard Fielding

Ms. Camila Li

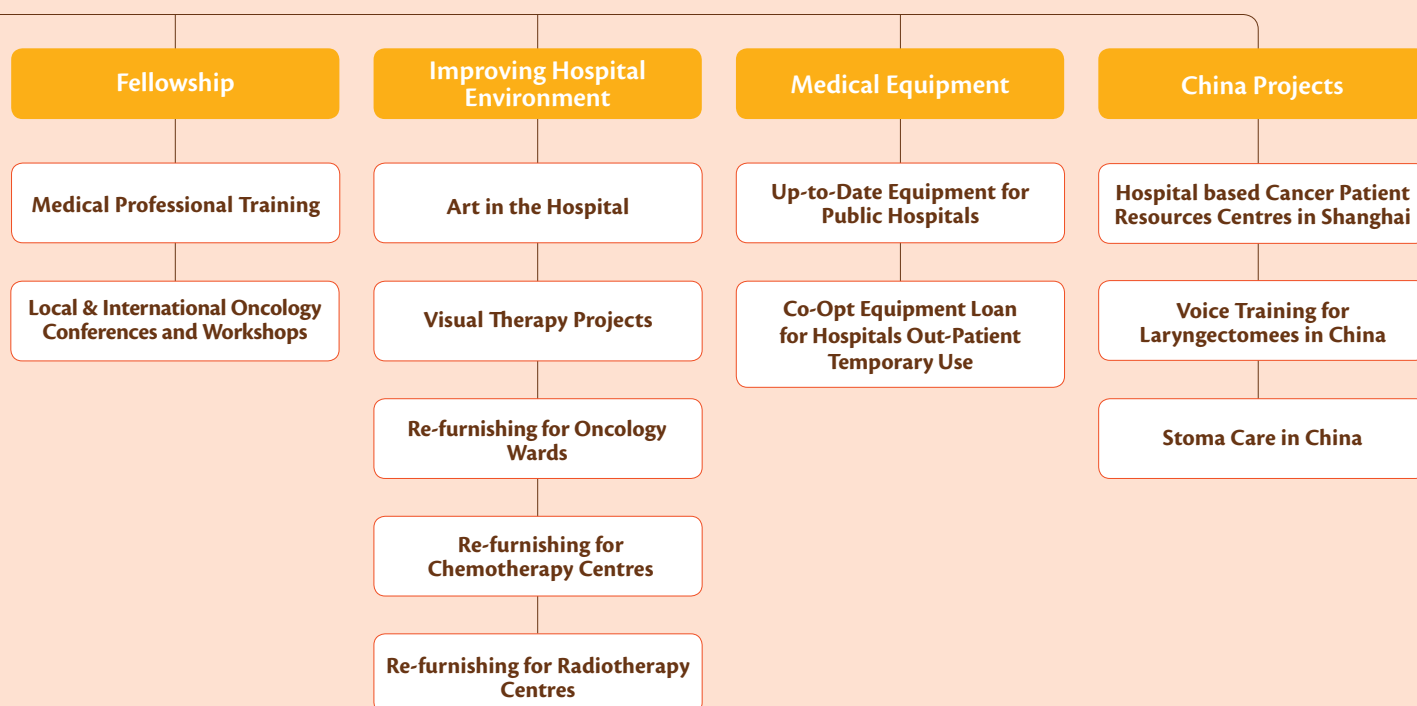
Mr. Christopher Marriott

Mr. David Ratliff

Prof. Sheila Twinn

Ms. Angela Wang

## PROGRAMMES





# Service Highlights

## 14,132

Hotline Calls were received, an increase of 23% from last year.



## 503

Young adult patients that joined our new You Can! service.



## 10,867

visits from our Rainbow Club service users, serving 793 children and 400 families in the year under review.



## 13,202

cancer survivors and patients are part of our Friends of CancerLink peer support network.



## 33,976

attendances in our group activities including our psychosocial workshops and therapeutic groups, a 10% increase on the year before.



## 88,054

visits were recorded at our three CancerLink centres, a 30% increase from the year before.



## 1,590

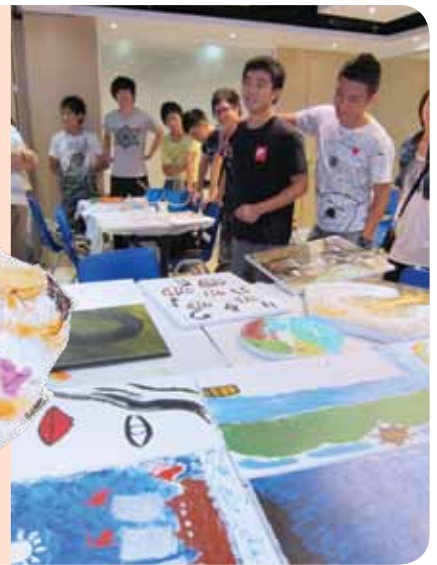
Acupuncture sessions were provided at Prince of Wales Cancer Patient Acupuncture centre, a 34% increase from last year.





# 534

attendances recorded at our Art Therapy workshops. A 123% increase from last year.



# 116,689

attendances at our Cancer Patient Resource Centres, located in 6 hospitals around Hong Kong.



# 1,861

attendances for nursing service, a 41% increase from last year.



# 32

Wellness Programmes with a total attendance of 7,494.



# \$1,158,098

was spent on programmes including our relief fund, food coupons and prosthesis fund, a 265% increase in total financial assistance.



# Year in Review

## 2011



### APRIL

Hong Kong Cancer Fund launched a series of Wellness Programmes to integrate the wellbeing of the mind, body and spirit of our clients through various services such as yoga, breathing, relaxation, meditation, and group activities such as book club. In the period under review, we have introduced a total of 32 quarterly programmes with 283 weekly sessions provided in a year, with a total of 7494 visits so far.



### MAY

Our annual SunSmart Campaign took a hardline approach to reminding young adults about the dangers of tanning, with the use of a graphic advertising campaign featuring burnt and blistered skin.

These striking visuals, reminded people to be SunSmart and were featured on Sai Kung mini bus routes, as well as key bus shelters dotted along Hong Kong's most popular beach spots.



### JUNE

In collaboration with Commercial Radio 2, a series of fun, educational messages targeted at the younger generations was created with the help of Dr. Lee Ka Yan, together with a special programme hosted by DJ Sammy and a number of oncology specialists. We also ran a series of programmes on Metro Radio, where our social workers discussed in detail, the common issues faced by cancer patients in an effort to help the public improve communication with those diagnosed.



### JULY

In cooperation with Metro Radio, Cancer Fund visited 5 primary schools, reaching over 1,800 students in Tuen Mun, Yuen Long and Tin Shui Wai to promote our Rainbow Club services and introduce ways to help children cope when a parent is diagnosed with cancer.



### SEPTEMBER

More than 150 breast cancer patients gathered in a mass yoga demonstration to mark the start of Cancer Fund's annual Pink Revolution campaign.





## OCTOBER

We launched our annual Pink Revolution multi-media campaign to remind the public about the importance of early detection of breast cancer, and help the community show they care about those touched by the disease.

As part of this campaign, we introduced a new Facebook app, in collaboration with The Body Shop® who generously sponsored HK\$5 for every 'Like' we received on our pink page.



## NOVEMBER

At our 16<sup>th</sup> annual 'Stride for a Cure' we were joined by over 2,800 participants in Tai Tam, walking together to better the lives of people touched by cancer.

On the day there were many fun activities for the whole family, with a stage showcasing a magician and performances by musicians and vocalists as well as the New Voice Club choir. For those that were unable to join in on the day, there was an option to raise a sweat on their own at any Pure Fitness location in Hong Kong.

Stride for a Cure raises money for local cancer research, in an effort to build a cancer free future. Research projects that receive this vital funding include cancer vaccines, treatment and prevention.



## DECEMBER

The Prince of Wales Hospital Integrated Oncology Clinic was officially opened on 16<sup>th</sup> December. This project was made possible by a donation of HK\$ 4.75 million from the Hong Kong Cancer Fund and a matching fund from the Hospital Authority.

## 2012



## MARCH 2012

The New Territories West Cancer Resource Centre Day was held at Ginza Plaza where over 2000 people attended. In collaboration with Tuen Mun Hospital Department of Medicine and Surgery, the Chinese University of Hong Kong, and the Jockey Club Bowel Cancer Education Centre, the objective was to raise public awareness of colon cancer.

# Rainbow Club

CARING FOR THE ENTIRE FAMILY

Focusing on the needs of the family as a whole, the Rainbow Club was designed to help children and their parents cope with a cancer diagnosis in the family.

From our increasing cases of young parents being diagnosed with cancer, we realised that there is tremendous need for professional support to children who are affected by a cancer diagnosis in the family.

During the period under review, we served a total of 793 children and more than 400 family members, with 10,867 attendances recorded, a 22% increase on the previous year.

As we know, the needs of these children are often overlooked during what is typically a very overwhelming time, as all the attention is usually focused on treatment. We know how cancer affects the entire family, and even more so when young children are involved.

Since its launch in March 2010, we have seen an overwhelming



increase in the membership of our Rainbow Club service, which was quickly expanded from Tin Shui Wai CancerLink to Wong Tai Sin and Central.

Services include family activities, self enhancement and family support programmes, parent

education and a big brother and sister platform.

Our child care specialists explain cancer to children using age appropriate information, giving them a chance to express their feelings using different evidence-based therapies, such as art and



## Supporting Parents and Children

In 2009 Sara was diagnosed with breast cancer at age 44. As a mother of two young daughters, she had always felt a need to be in control for the sake of her children.

Due to her diagnosis, she struggled with the uncertainty of her future and found that her rigid expectations were taking a toll on

her girls. They were fighting a lot and struggling in school.

Just as her frustrations peaked, Sara's friend introduced her to the Rainbow Club and she began participating in various services straight away. Sara and her daughters found joy again during family support outings and comfort through sharing their experiences in



play. Through these therapies, the Rainbow Club helps children to express their emotions and restore a sense of confidence, learning to understand cancer and what their parents are experiencing, in the right way. With this service now in place in all 3 CancerLinks, it is in our expansion plan that we eventually introduce this free

the mentor programme. The Friday tutorial classes helped her girls with their homework, taking some of the strain off Sara and the art therapy workshops allowed them to express themselves creatively.

Through counselling, our social workers helped Sara to develop an insight into the family's communication problems. This helped her to understand that she needed to let go in order to improve



programme into the 6 major hospitals around Hong Kong, as well as other service organizations or facilities.

It has been amazing to see the strength of these families, while teaching them how to work together as they move along the cancer journey with greater ease.

the situation and understand her children's feelings.

Sara recently said; "In the past, I was extremely stressed and I was very demanding on myself and my children. Now, I'm more relaxed and learning to let go. The sounds of happiness can be heard around my home again and my family are united once more, all thanks to the support of the Rainbow Club."

"I didn't know how to tell my children that I had cancer, and even wondered if it was necessary. Having professional support and counselling took some of the weight off my shoulders. I am so thankful that my children could talk to caring social workers who knew how to explain cancer in a way that my kids could understand. Now we can all take part in my healing with hope and confidence."

**Julie, breast cancer patient and mother.**



# Yes! You Can CANCER SERVICES FOR YOUNG ADULTS



YOU CAN is a new programme for young adults, targeted at helping those aged between 16 and 40 to cope with a cancer diagnosis. CancerLink has recently launched this new service to help this group positively face cancer through peer support.

Cancer can be mistaken as a disease of the elderly, however this is far from the truth. Latest statistics show that 11% of all new cancer cases in Hong Kong are diagnosed in the 16 to 40 age bracket. We understand that these individuals are largely at the beginning

“Something different had to be done to address the needs of this group. We found that they were less interested in attending traditional cancer support services because they saw their concerns to be different to those of more mature age groups. So we started YOU CAN to offer a specific platform for the younger generations to discuss these concerns in a trusting, comfortable and safe environment. We created an online platform and our venues for gatherings were more geared towards the café culture and casual communication styles typically used by this demographic. To answer to their specific needs, we also developed a series of workshops relating to issues of relationships and sex, employment and the future, something closer to what they consider as ‘pressing issues.’”

**Bowie Cheung**, Centre Supervisor at CancerLink





of adulthood, with many new plans for their future, making a cancer diagnosis especially devastating.

YOU CAN was developed to close the gaps in the unmet needs of this particular demographic within our community. They require different information and have distinct questions and concerns regarding their diagnosis and treatment, which calls for a unique set of services to satisfy them. Participants usually have questions regarding relationships and children, sex, marriage, careers and employment.

Services for young adults include focus groups, a psychotherapeutic programme and several workshops where we encourage our members to discuss their own journeys and share their experiences with others.

In addition, we also created a special closed Facebook group for our young adult clients, which has attracted more than 133 members, while a total of 503 participants joined the programme since its establishment a year ago. We look forward to further developing this service in the coming years and ensuring that there is not a single group in our community facing cancer alone.



## I Am Not Alone

At 38 years old, Kose Hang was diagnosed with stomach cancer and underwent surgery and treatment straight away.

In an effort to meet other cancer patients on a similar journey and combat his feelings of isolation, Kose visited CancerLink where he participated in programmes such as Qigong and health talks. However, he found that most of the programmes were used by a more mature age bracket, which only left him feeling more alone. Eventually, he stopped using the services, as he felt he could not completely relate to the other patients.

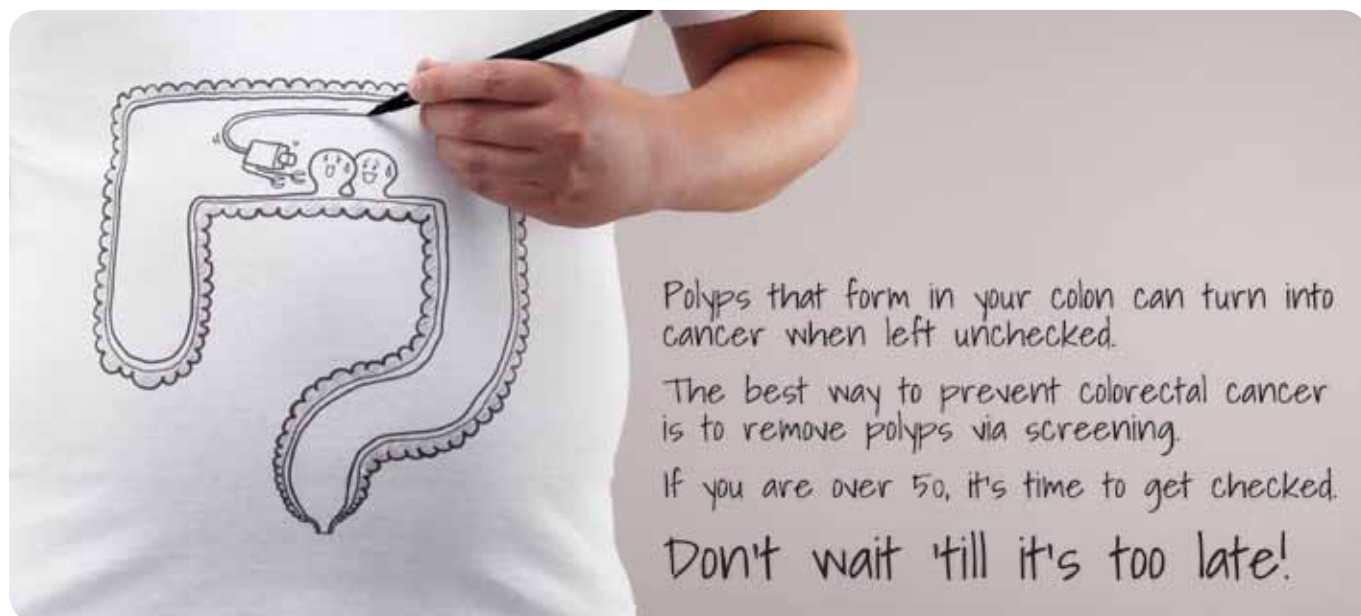
In 2011, Kose was invited to join YOU CAN and is now an active online member of their Facebook

group. He enjoys the coffee shop gatherings and finds comfort in meeting other young people on their cancer journey, and likes to chat with fellow members online. He appreciates the sharing aspect of the young adult services and feels a sense of belonging and relief when meeting others in a similar situation to him.

He says, "I am glad that the YOU CAN service exists at CancerLink. I feel warm and cared for when I discuss my experiences with my peers and they share their true feelings and emotions with me too. It's so comforting to know that I can help others, and receive help at the same time, with people that I can relate to. I feel far less alone."

# Education Highlights

Our public education campaigns help to boost awareness of cancer through multi-media promotions. We encourage the community to have regular screenings and checkups for early detection and minimize their risk of cancer by living a healthy lifestyle.



## Colorectal Cancer Campaign

Following lung cancer, colorectal cancer is the most commonly diagnosed cancer in Hong Kong with over 4,000 new cases every year. Our objective in the year under review was to increase the

public's awareness and understanding of colorectal cancer, particularly with regards to early detection through the removal of colorectal polyps via a colonoscopy. We ran a new series of

educational messages targeted at men and women aged 50 years and over, using a new TV-commercial, website and print media, highlighting the message; 'Don't wait 'til it's too late.'





## Prostate Cancer Campaign

Prostate cancer is now the 3<sup>rd</sup> leading cancer diagnosed in men. This year's campaign encouraged men over 50 to have regular screenings using the tagline; 'Lift the lid on prostate cancer.'

A new set of key visuals were developed using well-known Hong Kong comedian Richard Ng as our campaign ambassador. Print advertisements were placed in MTR stations and bus shelters, in conjunction with the launch of a new TV commercial.

The campaign achieved a tremendous response from the community, with a high number of calls to our hotline, indicating that the message was effectively conveyed to the target audience.



## Youth Campaign

This year Hong Kong Cancer Fund held our first youth campaign to raise awareness and understanding of cancer amongst younger generations, encouraging a positive perspective about the disease; 'cancer is not the end of the world'.

The campaign was organised specifically for young people aged 15

to 26, and was run in collaboration with Commercial Radio 2, using a short film competition with local music group 'Rubber Band' as the campaign ambassadors. There was a great response to the competition with 82 registered teams and 70 videos submitted, highlighting a positive reception and understanding among Hong Kong's youth.

# Research Highlights

Each year we fund valuable research projects to help us reach our goal of bringing cancer under control by developing new ways of preventing, treating and detecting major forms of cancer.

## **Assessing Unmet Needs in Different Groups of Cancer Patients, University of Hong Kong**

In the period under review, Cancer Fund continued to support a research programme seeking to establish the unmet needs of cancer patients in Hong Kong and develop specific services to fill the gaps in cancer care. The study will recruit 1,000 patients from oncology clinics across the community and follow these people for a period of two years after their primary treatment ends. The data collection began on 30th September 2010 and to-date, a total of 648 patients have been recruited.

## **Hereditary Gastrointestinal Cancer Programme, University of Hong Kong**

Cancer Fund continued to support a Colorectal Cancer Screening Project at the University of Hong Kong to develop an on-going prevention screening programme targeted at high-risk individuals that are suspected to carry genetic defects that may result in colorectal cancer. In the last year 63 new families and 241 individuals were recruited, of which 6 individuals tested positive for carrying the germline mutation. These patients are now either receiving appropriate treatment or are under observation.

## **Psychosocial Needs and Psychological Distress of Chinese Women with Advanced Breast Cancer, University of Hong Kong**

This three year research project continues with on-going financial support from Cancer Fund, with expected completion in 2013. This is a follow-up study to the original project and aims to identify the unmet psychosocial needs and psychological distress of Chinese women diagnosed with advanced (stage 3 or 4) breast cancer. It intends to explore the changes in patterns of psychological illness over the first year after diagnosis. As of March 2012, 202 participants with Stage 3 or 4 breast cancer were recruited from Clinical Oncology Departments at different public hospitals.



# Fundraising Highlights



Breast Cancer Recovery Pack



Hong Kong Cancer Fund's annual breast cancer awareness and fundraising campaign 'Pink Revolution', exceeded our targets again during the year under review, raising more than HK\$3.5 million. During the month of October, the community and our sponsors gave generously towards ensuring that no one faces breast cancer alone.

More than 90 corporate organisations and more than 2,800 participants got involved in our Dress Pink Day in an effort to sustain our free and ongoing breast



cancer support services. A special thanks to our very loyal major sponsor The Body Shop®, together with our other generous sponsors Zojirushi, Shanghai Tang, and Pizza Express, who also joined the Pink Revolution by selling pink items.



Our annual walkathon, Stride for a Cure, raises money for local cancer research and important clinical trials, aiming to bring cancer under control.

With a total of 2,853 participants registered, including 352 cancer survivors, families, corporate teams and individuals together raised more than HK\$3.8million in last year's event.



## Face-to-Face Code of Practice

Hong Kong Cancer Fund endorses the Face-to-Face Code of Practice. This Code of Practice provides practical guidelines to charitable institutions for conducting face-to-face donor recruitment. It is a voluntary code established in February, 2012 and has since grown its membership to 21 organisations. This code is enforced by the will of each charitable institution, accepting it in an effort to maintain a high standard of operation within the community.

# Monthly Giving

With more friends, we are able to sustain and expand our free and on-going services, which is why expanding our monthly giving programme 'Circle of Friends' is always important.



One of our many monthly donor gatherings



癌症基金會之友  
CIRCLE OF FRIENDS  
Restoring hope. Rebuilding life.

## FAST FACTS

**HK\$ 41,645,604**  
raised from our 'Circle of Friends'.

**60%**  
of our total income  
derives from the monthly  
donation of our 'Circle of Friends'.



## 'Circle of Friends' – Our Key Source of Income

Our monthly-giving programme, 'Circle of Friends' is our key source of income, allowing us to ensure that our free and ongoing services are sustained and delivered throughout our three CancerLink Centres.



"I had always wanted to give back to my community and help those in need, however my busy schedule made it difficult for me to find the time to volunteer. That's why I chose to join Cancer Fund's monthly giving programme, Circle of Friends, so that I can contribute in a different way.

I'm so happy that a charitable organisation like Cancer Fund exists in Hong Kong. They provide such a wide-range of professional support for cancer patients and their families.

At the same time, they work hard to educate our community about cancer and promote awareness.

I truly appreciate their work and their mission, and that's why I make a monthly donation in support of Cancer Fund and everything that they do."

**Ms. Yan To, Circle of Friends member**



"I have been part of Cancer Fund's Circle of Friends for 12 years. As a nurse and having watched my parents pass away from cancer, I have witnessed the effects of this disease in many ways, for many years. Because of what I have seen and the burden that cancer can bring to a patient and their family, I wanted to help and support cancer patients and that is why I choose to make a regular donation.

It is important for patients to not feel afraid. They need to find the strength and confidence to overcome their diagnosis and they can do this with our help. You should feel blessed and be grateful to be alive because life is short and I often tell patients that you have to fight for it. If you can find the strength to overcome a diagnosis and get the support you need, then there is nothing to worry about."

**Ms. Lai Oi-Ling, Circle of Friends member**

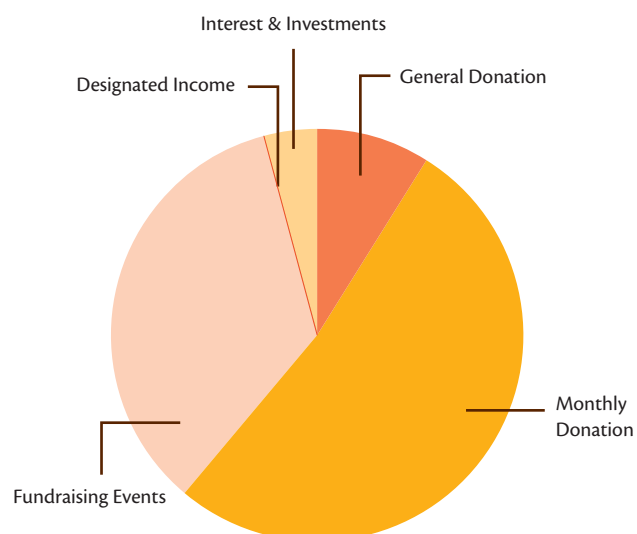


# Financial Highlights 2011/2012

## Source of Overall Income

General Donation	8.94%
Monthly Donation	52.26%
Fundraising Events	34.55%
Designated Income	0.13%
Interest & Investments Income	4.12%

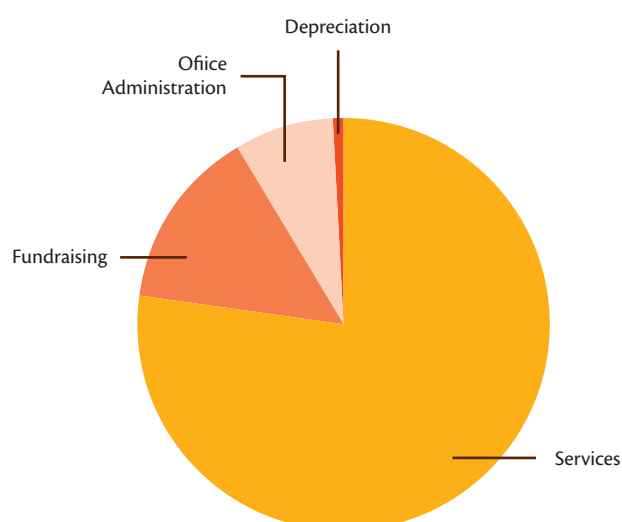
**Total Income HK\$ 79,685,063**



## Expenditure Distributions

Services	77.31%
Fundraising	14.17%
Office Administration	7.92%
Depreciation	0.59%

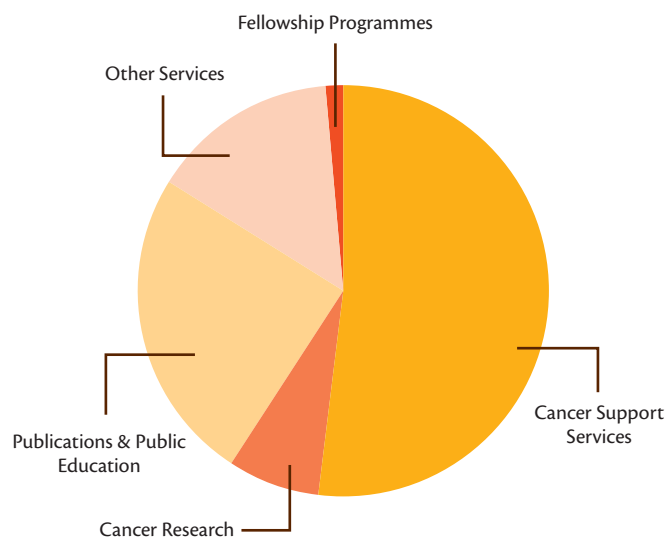
**Total Expenditure HK\$ 74,211,507**



## Service Distributions

Cancer Support Services	52.03%
Cancer Research	7.34%
Publications & Public Education	24.70%
Other Services	14.65%
Fellowship Programmes	1.28%

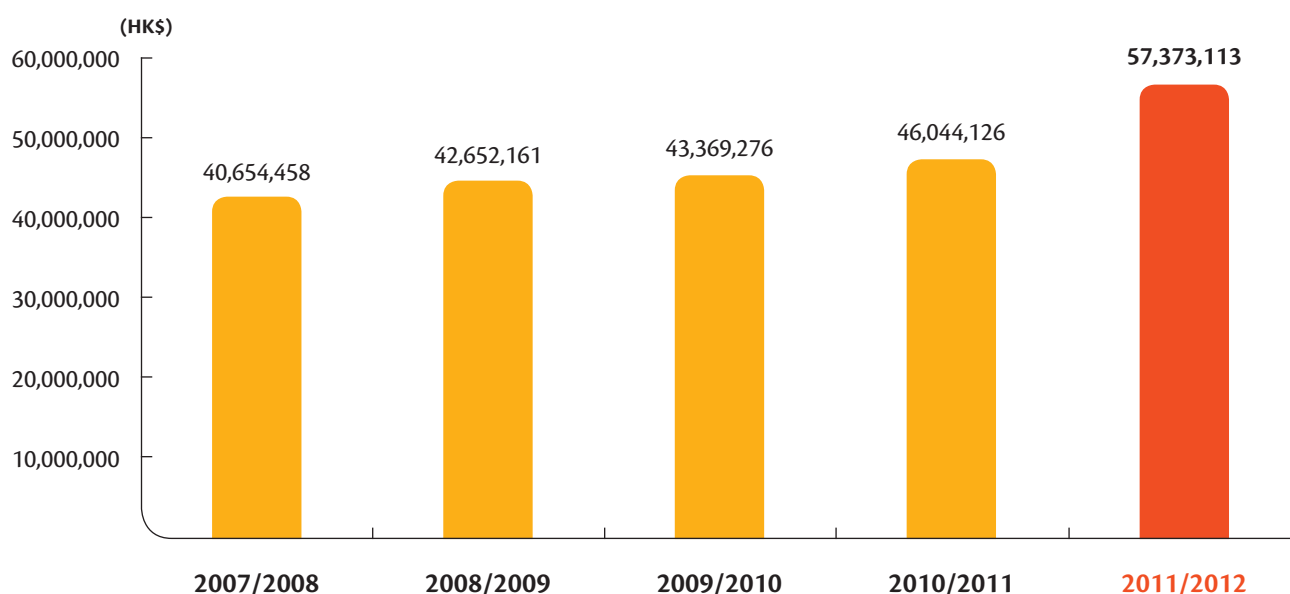
**Total Expenditure HK\$ 57,373,113**





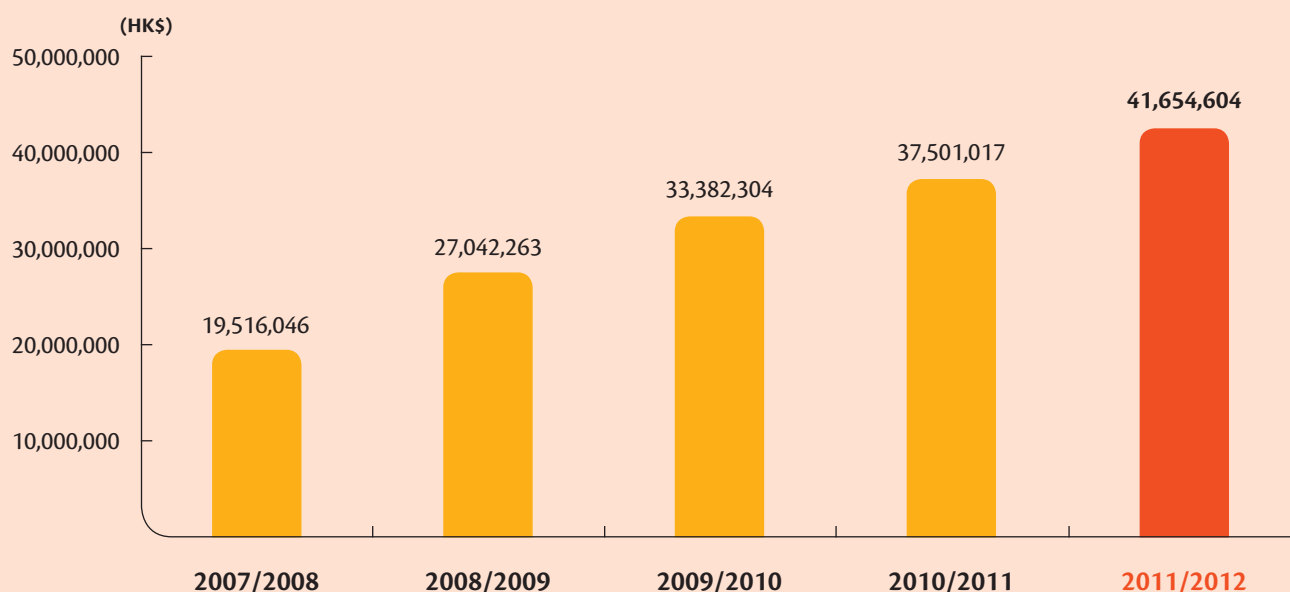
## Services: Five Year Development

Financial Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012
<b>TOTAL SERVICES EXPENDITURE (HK\$)</b>	40,654,458	42,652,161	43,369,276	46,044,126	<b>57,373,113</b>



## Monthly Donation Income: 5 Year Development

Financial Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012
<b>MONTHLY DONATION INCOME (HK\$)</b>	19,516,046	27,042,263	33,382,304	37,501,017	<b>41,645,604</b>



# Thank You to Our Supporters

## Appeal

Macau Jockey Club  
Nanyang Commercial Bank Limited  
SHKP Club  
The Hong Kong and China Gas Company Limited  
The Hong Kong Electric Co., Limited  
Wing Lung Bank

## Gala Dinner 2012

### Principal Sponsor

Louis Vuitton Asia Pacific

### Major Sponsor

Mr. Eugene Chuang

### Diamond Sponsors

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### Ruby Sponsor

The Most Hon. Andrew S. Yuen & Lady Yuen

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Mr. & Mrs. Nicholas Powell  
Mrs. Noreen Siu Richards  
Mr. & Mrs. Philip Tose  
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Āman Resort  
Anahita The Resort  
AON  
Bedat & Co  
Bergé Studio  
Boucheron  
Cathay Pacific Airways Limited  
Chousette Teslar  
Chiva-Som International Health Resort Hua Hin, Thailand  
Cipriani  
dragon-i  
Estée Lauder  
Faust's Potions  
Four Seasons Hotel Hong Kong  
Gaia Group  
GAM Hong Kong Limited  
Grebstad Hicks Communications  
Grand Hyatt Hong Kong  
Heavens Portfolio  
Hotel Soul  
HSBC  
Hullett House  
InterContinental Hong Kong  
Island Shangri-La Hong Kong  
Iyara Day Spa  
Jo Malone  
John Hardy International Limited  
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Kotur  
Lalique  
Lane Crawford  
Lanson Place  
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Occasions PR & Marketing Ltd.  
Orient-Express  
Papyrus  
Philips Electronics Hong Kong Ltd.  
PizzaExpress  
Press Room Group  
Prestige  
Refoderm  
Relish Kitchen  
Renaissance Harbour View Hotel  
Senzanome  
Serenity Fair Limited  
SEVVA  
Shanghai Tang  
Sheenland Investment Ltd.  
Soneva Fushi Resort, Six Senses  
Song Saa Private Island  
Stephen James Luxury Organics  
Sunseeker Asia Ltd.  
Swire Properties  
The Bounty  
The Cat Street Gallery  
The Empire Hotel & Country Club Brunei  
The Ritz-Carlton Hong Kong  
The Sarojin, Thailand  
W Hong Kong  
Zojirushi Hong Kong Co., Ltd.

## Colorectal Cancer Awareness Campaign

Dr. Yuen Siu Tsang  
Hereditary Gastrointestinal Cancer Genetic  
Diagnosis Laboratory  
St. Paul's Hospital  
Tuen Mun Hospital

## Halloween Parade 2011

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Adjusting Services (Hong Kong) Ltd.  
AllianceBernstein Hong Kong Ltd.

Allianz SE Reinsurance Branch Asia Pacific  
Asia Capital Reinsurance Group Pte Ltd.  
Barrie & Hibbert Asia Ltd.  
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BlackRock Hong Kong Ltd.  
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Jardine Lloyd Thompson Ltd.  
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New Zone Creative Centre Ltd.  
Norton Rose (Services) Ltd.  
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Cheer Quality Investments Ltd.  
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Citi Global Transaction Service  
Citi Hong Kong  
citysuper  
Clover Group International Ltd.  
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Conba Management Consultant Ltd.  
Crown Relocations Ltd.  
Crown Worldwide (HK) Ltd.  
Crown Worldwide Group  
Crown Worldwide Holdings Ltd.  
CYS Associates (Hong Kong) Ltd.  
Decent World Ltd.  
Definition Watch Industries Ltd.  
ECCO Asia Pacific Ltd.  
Economic Digest  
EventClicks Group Ltd.  
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Flex Yoga & Pilates Studio  
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Freedom Communications Ltd.  
G & F Trading (H. K.) Ltd.  
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GEMS (HK) Ltd.  
Glenealy School-ESF  
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Hong Kong Baptist University  
Hong Kong Convention & Exhibition Centre  
(Management) Limited  
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JCDecaux  
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King George V School - ESF  
King Wah Co. Ltd.  
Kishinchand Chellaram Foundation  
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Lelux Electronics Ltd.  
Links Recruitment Ltd.  
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Manulife (International) Ltd.  
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Messrs Robertsons  
Metro Broadcast  
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Poelmann Chan Group Ltd.  
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Queen Elizabeth Hospital  
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Regatex Manufacturers Ltd.  
Regina Miracle International Ltd.  
ReputTex (HK) Ltd.  
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Rising Dragon International Ltd.  
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Shun Tak Holdings Ltd.  
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Friends Junction Dance Company  
German Swiss International School  
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Hong Kong International School  
Hong Kong St. John Ambulance  
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Ocean Spray  
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Pacific Coffee Co. Ltd.  
Pamela Youde Nethersole Eastern Hospital  
PCCW Limited  
Philips Electronics Hong Kong Limited  
Phiten (HK) Limited  
Phonographic Performance (South East Asia) Ltd.  
PizzaExpress (Hong Kong) Limited  
Pok Oi Hospital  
Prince of Wales Hospital  
Pure Yoga, Pure Fitness, Pure Dining  
Queen Elizabeth Hospital  
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Select Service Partner Hong Kong Limited  
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Spicer Paper (Hong Kong) Ltd.  
The Bank of Nova Scotia  
The Body Shop®  
The Kowloon Dairy Ltd.  
The Peninsula Hong Kong  
The Rotary Club of Kowloon North  
Thong Sia Watch Co., Ltd. (SEIKO)  
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Ms Darcie Iki  
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周永昌醫生  
陳家聰先生  
李燦榮醫生  
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## CancerLink-Wong Tai Sin

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