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For men, asking for
help can be a challenge

**Checking your breasts
could save your life.**



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CANCERFUND
So no one faces cancer alone

www.cancer-fund.org



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In the *Pink!*

Dear friends,

October is always an action-packed time of year for us at Cancer Fund and this year we're excited about our annual Pink Revolution campaign to raise awareness of breast cancer in Hong Kong. You're likely to have seen our "Check, check, check" ads featuring fruit in magazines and on buses and we hope the vibrant colours have caught your eye.

In Hong Kong, going to the market every day to buy fresh fruit is part of our eating culture, and seeing women squeeze pears to check for ripeness has become second nature. Unfortunately not enough women check their breasts this frequently, so it's a habit that we need to encourage women to adopt as early detection really does save lives.

We're so pleased to have Coco Lee returning as our Pink Ambassador for the third consecutive year, and this year she is joined by actress and singer Fala Chen. These ladies set a great example urging women to check their breasts regularly, and to be aware of breast health. Everyone can get involved, whether through donations to help those affected by breast cancer, wearing pink for Dress Pink Day on 24 October, or planning your own pink party to raise money for a good cause.

Of course we haven't forgotten the gents and will be continuing our partnership with Movember in November to raise awareness of prostate cancer and funds for men's cancer care and research. It's been wonderful to watch this worldwide initiative take off, particularly as prostate cancer is one of the fastest growing types of cancer globally. We look forward to seeing how moustaches become even more innovative each year!

This issue is all about getting your life back on track, whether you have been affected by cancer, are a caregiver or are simply interested in tips to enhance wellbeing. Find out more about juice detoxes, reading food labels and readjusting to life in the workplace after time off. We hope you feel revitalised, reinvigorated and recharged afterwards.

Last but not least I would like to thank all those involved in our Pink Revolution, from the brands that continue to generously support us with their fantastic limited-edition creations designed especially for Shop for Pink. And as always, we couldn't do any of this without our donors, friends and supporters who tirelessly devote time and energy to improving our services so that we can enhance the lives of those touched by cancer. We remember all the ways in which you have and continue to help us.

With warmest regards,



Sally Lo
Founder and Chief Executive



Smooth Transition

Easing back into the work place.

Whether you have taken a sabbatical or are returning to work from maternity leave, it can be a challenge getting back into the swing of things after a long time away from the office. Reengaging your career can be a positive, uplifting experience, as in addition to a stable income, you will also regain a sense of normalcy, independence and a sense of achievement. For those who have taken leave due to cancer, it is a good idea to be prepared for potential challenges when adjusting to the faster pace of professional life again.

To make your reintroduction to work productive and enjoyable, our centre supervisor Katherine recommends first deciding how much information about your condition that you would like to share with colleagues. She says, "Talk to your supervisor about whether you'd like an announcement to be made before resuming work, or if you'd rather it not be disclosed in the office. It's up to you whether you wish to share the information with colleagues that you're close with."

“
*Be kind to yourself!
Listen to what your
body tells you and
take a five-minute
break once you've
completed a task.*
”

Before starting work, Katherine suggests planning ahead by setting goals with your supervisor and keeping in mind that temporarily modifying your role is always an option. "Make expectations clear from the beginning if you prefer to take up a more supportive role at work, or even change to a part-time basis." She also

encourages clients to set personal goals, such as prioritising tasks and allotting a specific amount of time for each so you can keep track of your progress during the early days, while being mindful of scheduling your time around follow-up medical appointments.

While returning to work can be invigorating, it's important to take it slow, at least in the beginning, to avoid feeling overwhelmed. Katherine says, "You need to be realistic about what you can handle at different phases of recovery. In the beginning, you may be less physically capable and tasks may take longer than they did before, so it's about managing expectations." While treatments are ongoing, limitations are to be expected, particularly as fatigue may impact your regular schedule.

Last but not least, be kind to yourself! Listen to what your body tells you, and take a five-minute break once you've completed a task with a stretching exercise or practicing mindful breathing. Katherine recommends



Make expectations clear from the beginning if you prefer to take up a more supportive role at work.

leaning on family and friends for support and sharing your feelings about the experience. When experiencing stress, she says, "Be sensitive to your own needs. Pamper yourself with a nice lunch and try to think positively." ●

BACK TO WORK COUNTDOWN

No need for nerves! Here's our check list for the lead-up to your first day in the office.

3 MONTHS BEFORE

ESTABLISH A ROUTINE

It may take a while to get used to waking up early and getting into the 9-to-5 pace again. Ease yourself into the routine a few days before you start work by getting up at the right time so that your body clock has time to set itself again.

1 MONTH BEFORE

STAY IN THE LOOP

Keep track of industry trends to demonstrate relevance. This way you'll be able to share your views on hot topics in your field.

KEEP IN TOUCH WITH COLLEAGUES

Stay on top of all the latest news by dropping your coworkers a line to touch base. It's a good idea to communicate so that you can keep track of any changes in the company or management.

1 WEEK BEFORE

TAKE IT SLOW

Work out a weekly plan with your boss so that you have a clear idea of tasks to be undertaken and how they should be prioritised so that you do not end up feeling overwhelmed. This could also be done ahead of your start date so that you know exactly what you will be doing from the get-go.

ON THE DAY

FIRST DAY FUN

Plan a drink after work with friends or dinner with your partner so you have something to look forward to. You're bound to have plenty to talk about!

IT'S ALL ABOUT BALANCE

Learn how to switch off after leaving work by cooking, meeting friends or doing exercise. Don't answer emails unless you are in the office.



Crack the Code

How to read food labels to make healthier choices

Trying to eat healthily but boggled by food labels? Our guide will let you understand more about food labels. Look forward to less time spent in the supermarket aisle trying to decode a tin of soup by enjoying whole foods just as Mother Nature intended. A quick glance at the following will be all the information you need to decide whether to put the product in the trolley or return it to the shelf.

Our dietician Julia says that reading nutrition labels can provide a better understanding of the nutrition content and

calorie intake so that you can compare products and make healthier choices. Lack of knowledge can increase the likelihood of overeating or becoming overweight which could increase the likelihood of cancer, or worsen chronic conditions such as diabetes.

Daily percentage values can be useful when planning your meals as they offer a quick overview of the nutrition profile of a single serving. For example, if the label lists 15 per cent of the daily value for calcium, this means that one serving provides 15

per cent of the calcium you need each day based on a 2,000 calorie diet. Julia says anything 5 per cent or less is considered low, while 20 per cent and above is high. So try to look out for lower percentages of fat, sugar and sodium and higher percentages of protein, fibre and calcium.

One way to tell if a product is healthy is by looking at the ingredient list which is in descending order by weight. So if fat, sugar or salt are among the first few ingredients, Julia recommends to choose in moderation. "Nutrition claims can be misleading, as low-

fat products may be high in sugar or salt and sugar-free items may be high in fat and calories. It is important to read the nutrition label in more detail and look at your diet as a whole."

According to the Academy of Nutrition and Dietetics, the following are the first things you should look at when reading the Nutrition Facts Panel.

Top of the list

Serving size

- Look here for both the serving size (the amount for one serving) and the number of servings in the package.
- Compare your portion size (the amount you actually eat) to the serving size listed on the panel. If the serving size is one cup and you eat two cups, you are getting twice the calories, fat and other nutrients listed on the label.

Total calories and fat

- Find out how many calories are in a single serving and the number of calories from fat. Cut back on calories and fat if you are watching your weight.

Ingredients

Ingredients are listed in descending order by weight. Those in the largest amounts are listed first. This information is particularly helpful to individuals with food sensitivities, those who wish to avoid pork, shellfish, limit added sugars or vegetarians.

Pay attention to

What to Limit

- Eating less fat, cholesterol and sodium may help reduce your risk of heart disease, high blood pressure and cancer.
- Total fat includes saturated, polyunsaturated, monounsaturated and trans fat. Saturated fat and trans fat are linked to an increased risk of heart disease.

What to eat more of

- Vitamins A and C, calcium and iron maintain good health and reduce the risk of osteoporosis and anaemia.
- Fruits and vegetables

HONG KONG FOOD AND ENVIRONMENTAL HYGIENE DEPARTMENT - Conditions for Nutrient Content Claims

Fat free containing not more than 0.5 g of fat per 100 g/mL of food

Sugar free containing not more than 0.5 g of sugars per 100 g/mL of food

Sodium free containing not more than 5 mg of sodium per 100 g/mL of food

Low fat containing not more than 3 g of fat per 100 g of solid food; not more than 1.5 g of fat per 100 mL of liquid food

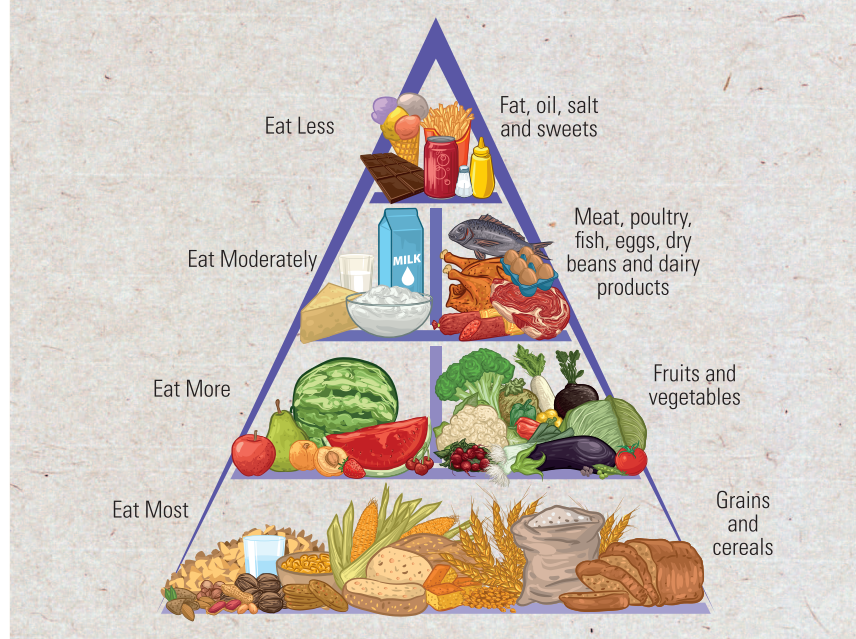
Low sugar containing not more than 5 g of sugars per 100 g/mL of food

Low sodium containing not more than 120 mg of sodium per 100g/mL of food

Reduced in fat at least 25% less fat when compared with a similar food

Extra dietary fibre at least 25% more dietary fibre when compared with a similar food

THE FOOD PYRAMID



Open to Support

For men, asking for help can be a challenge.

When retiree Mr Lai, also known as Uncle Lai, was first diagnosed with stage 3 prostate cancer in 2011, his initial reaction was shock. While his first concerns were whether he could be cured and if he would suffer, relying on others was also a concern. "I was worried about depending on others everyday, as I didn't want people to control my life."

Aside from the physical considerations, Mr Lai found it difficult to ask for help. "One of the greatest challenges from a male perspective is burdening the family." After completing 33 rounds of radiotherapy and continuing to undergo hormone treatment since September 2012, he is grateful for the care demonstrated by his family. However he emphasises his need

for autonomy. "Men always want to solve problems by themselves so it's important to respect their ways of coping."

Getting comfortable

When recovering from an illness, pushing support away can add stress and hinder the process. Our Programme Manager Chris finds that men will exhaust all options before asking for assistance, "Men feel that it undermines their sense of self-worth and wish not to burden others. They primarily worry about finance, their ability to work, their sexuality being affected, and the physical implications of treatment. However, suppressing concerns or leaving them unresolved can impact physical wellbeing, such as insomnia and mood fluctuations."

Their reluctance to reach out can affect men in caregiving roles as they are less likely to encourage an open discussion. Chris says, "They are more likely to take a problem-solving or task-oriented approach, rather than being sensitive to a client's emotions, which women are more familiar with." He finds that it can take more time to build trust in men, and that taking it one step at a time, respecting their choices and finding ways to reinforce independence is important.

Leaning in

Chris observes that men respond well to empathetic, frank, competent and respectful communication, which can help to build their trust. "Let them know that it's normal to have worries, and that they



are not alone in their cancer journey. They are always in charge, while we are here to assist and support. The more the client knows about the illness and treatment, the more capable he is of managing it his way. Make sure he knows that you appreciate the effort he is making to improve.”

The same goes for trying to encourage a client to seek help. While Chris acknowledges that men with cancer may be trying to protect their loved ones by being self-sufficient, he encourages family and friends to express that pitching in actually eases their worry and make them feel better – a win-win situation for all. ●

Embrace Your Life Story

A special programme **Embrace Your Life Story** was designed by Hong Kong Cancer Fund to support male clients on their cancer journey through sharing their life stories. These stories from their upbringing, achievements, challenges to how they overcame their cancer journeys unveil thoughts and feelings that clients may never have spoken about before - the love and gratitude they have for their families, and hopes and dreams for the future.

Stories were recorded on MP3 and written out that clients were encouraged to share as precious gifts with their loved ones - a chance for them to open up their private worlds to others. Their most treasured thoughts, people that had long been forgotten and special events at the back of their minds were all resurfaced, recalled and relived.

The collection of these enthralling stories are put into testimonies and portfolios for people recently touched by cancer, their families and significant others, to remind them that they are not alone in their journey. Our clients also get to understand about the journey they are going through by reading these stories. If they are inspired by any of the stories, they can even request to speak to the author and our service team will try their best to arrange a meet up. Chris found that through this particular programme men were able to express views they would not necessarily have divulged before, especially their appreciation for their nearest and dearest.

These specially designed programmes for men and their families and caregivers were launched in the last three months at our service centres. Other events from health seminars to yoga class, art workshops and sharing sessions are available free in all our service centres. Call 3667 3000 or visit www.cancer-fund.org to register and find out more.

Fruit for Thought

The truth about juice



Juice fasts have taken Hong Kong by storm, and while liquid diets are a popular way to shed unwanted pounds, the benefits of juicing are equally transformative for health. A quick way to get a concentrated dose of vitamins and minerals, juices encourage organs to expel toxins and remove waste from the bloodstream to boost energy and clear the complexion. Best of all, juicing tends to motivate people to include more fruit and vegetables in their diet, paving the way for a more nutritious lifestyle.

Zest for life

Our health coach therapist Sandra believes that juicing is an important part of preventative healthcare. In her workshop at the Cancer Fund Support Centre she explains that juicing can reduce inflammation in the body which can prevent against heart disease, cancer and premature ageing. They supply the vitamins, minerals, antioxidants, enzymes and amino acids that our body needs to function. When your body is nurtured, you are less prone to illness.

Juice cleanses give your system a much-needed break and many ancient traditions practise fasting to achieve bodily balance. However, it is important to have proper support and guidance before embarking on a programme. Sandra explains, "The before and after are probably more important than the cleanse itself. I make sure people are prepared and advise them on the right way to return to their regular routines." Easing into a cleanse gradually is best to ensure the transition as seamless as possible for the system.

While the body has a natural capacity to detoxify, juicing can provide an added boost to strengthen our immune system. Sandra believes that while it may help our organs to do their jobs better, juicing alone will not do the trick. Juices can only contribute to our body's ability to detoxify when they supplement a balanced diet and lifestyle.

Juicing vegetables is extremely beneficial for maintaining the acid-alkaline balance in the body, and leafy greens in particular help to detox the liver and encourage the production of red blood cells. However, fruit retains the most nutrients when eaten whole. Sandra says, "I use fruits to sweeten the juices, but I wouldn't recommend a juice made from 100 per cent fruit. Fruit is very high in fructose and can raise your blood sugar levels as juice is more quickly absorbed into the bloodstream. When you eat the fruit, there is a lot of fibre and digestion is slower and healthier."

Choosing a juicer

A quality juicer makes all the difference and spending a bit more will be worthwhile in the long run. Sandra says, "They are expensive but are an investment on your health. A good juicer saves in the long-term as you get far more juice out of the same ingredients. Cheap, centrifugal juicers heat up the fruit and vegetables which kill some of the nutrients." Plus, you cannot put a price on good health!

We recommend masticating juicers over centrifugal juicers as they are slow speed which keeps enzymes alive, produce more juice, quieter and easier to clean. They can also juice leafy greens and be used to make nut butters.

Juice vs smoothies

Two delicious options, but which one is best? Sandra recommends including both in your diet, smoothies for digestion and juices for healing and preventative health.



“ When your body is nourished, you are less prone to illness. ”

Here are the benefits of both:

Juices – faster absorption, provide energy, pre-digester

Smoothies – more fibre, more filling, easier to make

Juicing and cancer

Our clients should pay extra attention to hygiene and ensure that food and utensils are cleaned thoroughly to eliminate toxins. Salad and juice may not be recommended for people undergoing chemotherapy as raw items can contain

bacteria that could delay treatment due to an already compromised immune system. Low-calorie juice fasts will further deplete the cells needed for energy to defend against cancer.

Although fresh fruit and vegetables should be a part of every healthy diet, juice cleanses should not replace balanced, sustainable eating. Please seek your doctor's advice before juicing, particularly if you have any medical conditions that require attention. ●

DRINK THE RAINBOW!

Juice recipes to try at home.

A Beta Carotene Powerhouse

- 1/3 cantaloupe, including rind
- 3 carrots
- 1 orange, peel



Veggie Medley Juice

- 6 medium carrots
- 1 beet (with greens)
- 3 large tomatoes
- 1 to 2 large handfuls spinach
- 1/8 head cabbage
- 2-3 kale leaves
- 1/2-1 red bell pepper
- 1 large celery stalk
- 1/4 yellow onion
- 1/2 clove garlic
- 1/2 bunch parsley (optional)

(Spices, such as chilli powder, turmeric, etc., can be added if desired)



Pink Revolution

PINK Revolution 2014

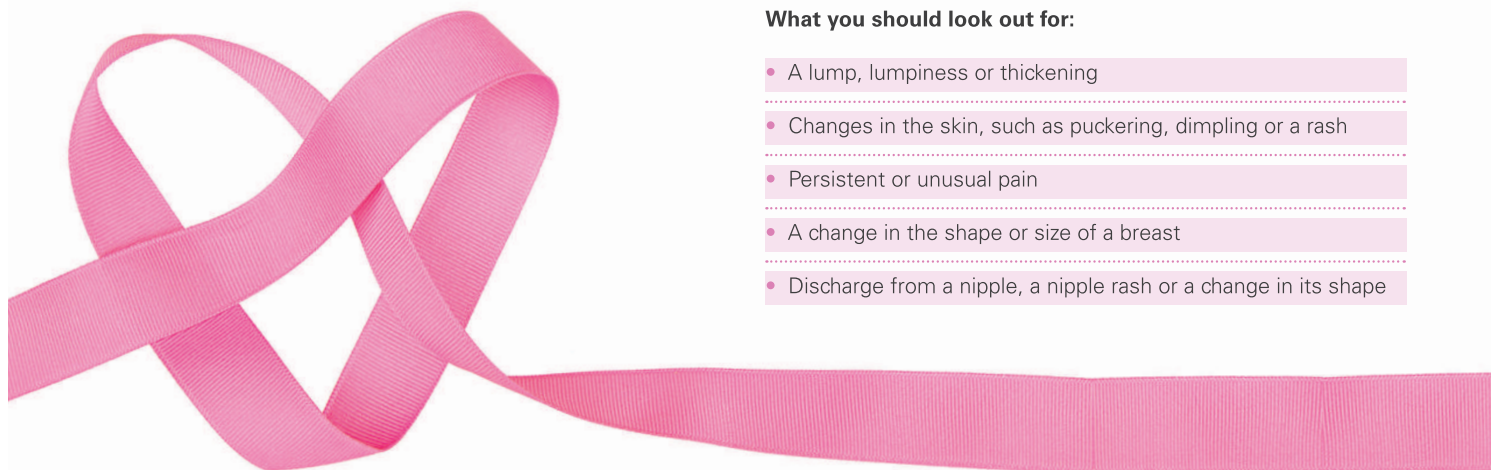
This year, we are excited about our annual October breast cancer awareness campaign – it's bigger, brighter and better than ever before! Expect to see eye-catching images of every fruit imaginable whiz past you on buses and spanned across buildings. Inspired by the daily routine of shopping for produce in Hong Kong markets, our 2014 concept urges women to check their breasts the same way they check their fruit for ripeness. We are sure you can relate to squeezing apples and pears in the supermarket to ensure they are in their prime, so why not pay yourself the same attention and check yourself regularly? It is so important that we make this a habit and part of a routine.

All you need to do is have a look at the statistics to understand – there were 3,419 new breast cancer cases in 2011 – and the numbers continue to soar. It is the most common cancer among Hong Kong women, and the third leading cause of cancer-related deaths, just one more reason why early detection is everything. If discovered early, it means less physical and emotional trauma as treatments need not be as aggressive, and ultimately, makes for the best chance for survival.

First things first - get to know your breasts so you can learn to spot any changes. These will take place during periods, pregnancy or when breastfeeding, so it's important to be able to tell the difference.

What you should look out for:

- A lump, lumpiness or thickening
- Changes in the skin, such as puckering, dimpling or a rash
- Persistent or unusual pain
- A change in the shape or size of a breast
- Discharge from a nipple, a nipple rash or a change in its shape



Become familiar with the normal look and feel of your breasts. If you notice any of the changes above, please see your doctor immediately. Checking your breasts regularly could save your life!

What breast health involves

Screening & diagnosis

If you detect changes in your breast, your doctor will examine you and ask about your family history. If your doctor thinks the breast change could be cancer, a mammogram or ultrasound will be done to confirm the diagnosis.

Where to go for testing

Most GPs, health clinics and private hospitals provide breast screening and testing. If you are above the age of 40 or have a family history of breast cancer, visit your doctor to arrange a screening.

Next steps

What if a lump is found?

If a lump or abnormality is detected, further tests will be done to determine if cancer cells are present, such as fine needle aspiration or a core biopsy. For more information on breast cancer treatment, download our breast cancer information booklet from our website: www.cancer-fund.org/pink.



Be a part of the Pink Revolution!

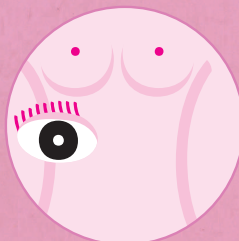
Everyone is encouraged to make a donation directly to the CancerFund Pink Revolution. Anyone who makes a donation of HK\$100 or more will receive a bracelet as a memento and a token of our appreciation. Donations can be conveniently made online.

CHECK YOUR BREASTS IN 3 STEPS

1

LOOK

For changes in your breast, or changes/discharge from the nipple



2

FEEL

For lumps, thickening, puckering, dimpling of the skin, unusual redness, colour change or pain



3

COMPARE

The shape and size of your breast with before, both nipples for unusual differences



**check
check
check**

**check your breasts like you check your fruit.
Early detection saves lives.**

 **CANCERFUND
PINK REVOLUTION**
癌症基金會粉紅革命

 **3656 0800**

cancer-fund.org/pink

**For more information on breast cancer and CancerFund Pink Revolution,
please visit www.cancer-fund.org/pink**

Our Pink Ambassadors



“Regular check-ups help detect breast cancer early, increasing the chance of recovery.”

This year we are delighted to have renowned actresses and singers Coco Lee and Fala Chen leading our Pink Revolution campaign, inspiring Hong Kong women to be aware of breast health. We sit down with our favourite role models to find out more about their commitment to the cause.

What is your favourite part about being a Pink Revolution Ambassador?

Coco: The most important part of being a Pink Revolution Ambassador is to promote and encourage women to care for their health. Regular check-ups help detect breast cancer early, increasing the chance of recovery. For those who have been diagnosed with breast cancer, Cancer Fund is always there to support them and their families with well-rounded FREE services to ensure no one faces cancer alone.

Fala: Aside from entertaining the public as an artist, I also have a social responsibility. As a CancerFund Pink Revolution Ambassador, I can motivate women, particularly the younger female audience

who are likely to recognise me from my dramatic roles, to be health conscious and reduce their risk of breast cancer.

How aware are you about breast health?

Coco: Breast cancer is the most common cancer in women and we see an increase in new cases diagnosed at a younger age, so women need to check themselves regularly. Women aged 40 and above should have a mammogram once a year. Self-examination is easy – look, feel and compare.

Fala: Many women think that breast cancer does not concern them, or are even under the misconception that it's something they only need to address after marriage and babies. So education about early detection is important.

How do you plan to raise breast cancer awareness?

Coco: This year I will bring fresh fruit when visiting my friends, to open up a dialogue and remind them to “check check check”. I will also buy them gifts from Shop for Pink

which has been launched exclusively for CancerFund Pink Revolution.

Fala: Communication is crucial, so I will speak to family and friends about the importance of early detection. I also share health tips and breast cancer information with my fans through social media.

How are you encouraging your friends to get involved with Pink Revolution?

Coco: I'm inviting friends to a pink high tea where everyone comes dressed in pink or even just wear a pink accessory to get into the pink spirit! It will be a meaningful event for everyone that promote health and will be great fun. Also make sure you check out this year's great Shop for Pink items, where we are sure you will find something that takes your fancy. Part of the proceeds will be donated to support Cancer Fund's FREE services supporting those affected by breast cancer.

Fala: I am making a pink bracelet for my friends, as a token of our friendship and to support this great cause. Anyone who donates HK\$100 or more will also receive a pink bracelet from Cancer Fund. The guys can show their support by adding a touch of pink to their outfits! ●



Lean on Me

Breast cancer survivor Jackie offers support to others in their journey.

Although Jackie has been clear of breast cancer since 2005, she remembers the uncertainty when she was diagnosed. While she found comfort in family and friends, she had no one who was going through the same thing to speak to at the time. "It was only by sharing that I found others to talk to. That is why I am always available to speak to anyone who is starting on their journey. It is very important to know that you and your family have support."

Blessed with an amazing husband, family and friends, Jackie was supported throughout her cancer journey with simple things such as phone calls, picking her kids up or dropping off a home cooked meal to give her time to relax. "It is surprising how easy it is to help someone by listening or by asking what can be done to help. Many people truly care and are willing to help you - you just have to let them know how and when."

After her diagnosis, Jackie was overwhelmed by the information online and confused by the different options available. This is perfectly normal, and where the support of Cancer Fund and its fantastic resources can help. She became an active member of CanSurvive, Cancer Fund's first English support group. "At first, I used to think that support groups only talked about the downside of being ill, but the opposite is true. The focus is on being healthy, living well and enjoying life, and giving support and friendly suggestions on the choices we have."

Once Jackie realised that Cancer Fund's support groups put a spotlight on health and how to stay active, she was excited to be involved. "All their professional services are useful - it depends on what you need and where you are in your journey. I like that Cancer Fund have information booklets in Chinese and English, and that there are several centres

“The focus is on being healthy, living well and enjoying life.”

throughout Hong Kong with professional staff that are welcoming and supportive." She adds that carers are encouraged to attend CanSurvive meetings and CancerLink programmes, as they are affected and need support too.

Through her work with CanSurvive, Jackie realised she could give back by offering people support during their cancer journeys. To ensure that no one ever feels isolated, she stays in touch with several clients all over the world through whatsapp chat groups, some of whom she has never even met. Social media and technological innovation has made it increasingly easy to keep in touch with them all even while travelling, including her sister who has breast cancer.

Having cancer has also shown Jackie that people are often stronger than they think. "Don't take things too seriously. Life should be lived and enjoyed to the full. Everything changes with time - scars heal, hair grows and fears fade. You have many friends, who you may not have met yet, but are willing to help. We all have a choice. I choose to be happy and healthy to show that I survived." ●



Jackie gives back by supporting people in their cancer journey

We offer a wide range of wellness programmes, professional counselling and nursing consultations through CancerLink. We welcome people going through cancer, their caregivers and family members at all our Cancer Fund support centres.

TO FIND OUT ABOUT CLASS SCHEDULES, PLEASE CALL THE CANCERLINK CENTRAL HOTLINE ON 3667 3000.

Pink Revolution



Credit: Gateway System

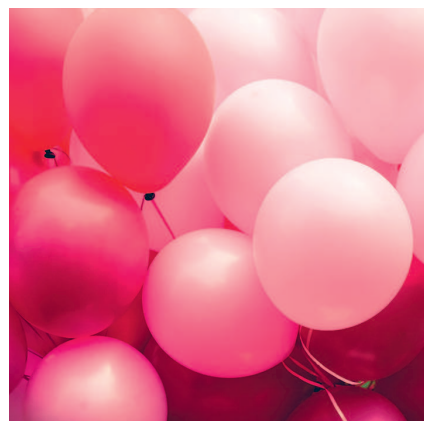


Credit: Sertus Incorporations

Happy DRESS PINK DAY!

Join Dress Pink Day on Friday, 24 October to show you care! We are inviting organisations to host their own pink party by getting everyone to dress in pink and make a donation of HK\$100 or more to support women touched by breast cancer. Each donation will receive a pink bracelet (while stocks last). Your pink party can be whatever you want it to be – hold a pink afternoon tea or decorate your work stations with pink paraphernalia. Be as creative as you wish and come up with your own innovative way to wear pink on this special Friday! Have fun for a good cause!

VISIT WWW.CANCER-FUND.ORG/PINK FOR MORE INFORMATION OR TO REGISTER YOUR EVENT.



Credit: Hang Lung Properties



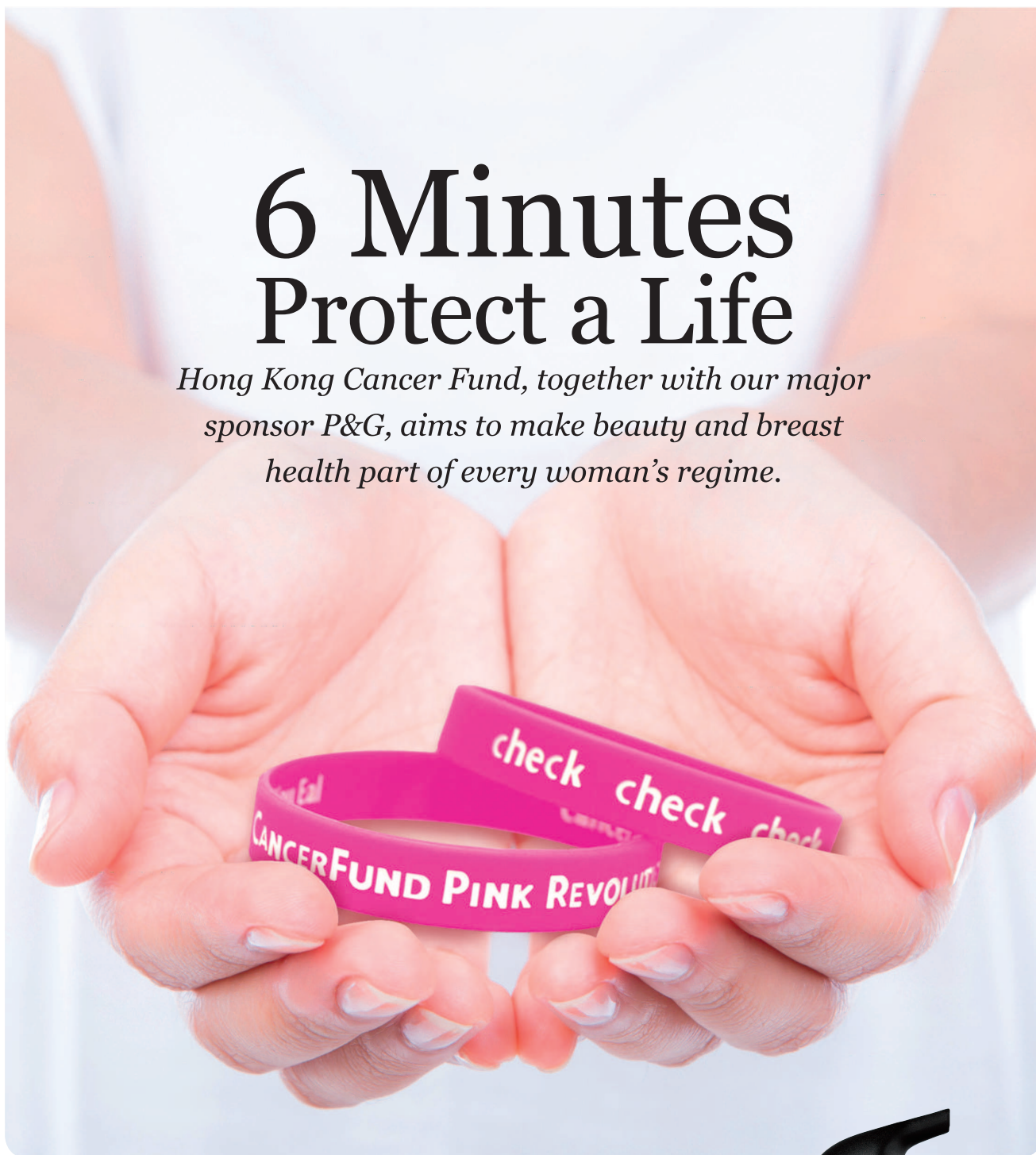
Credit: Top Form Brassiere



Credit: Top Form Brassiere

6 Minutes Protect a Life

Hong Kong Cancer Fund, together with our major sponsor P&G, aims to make beauty and breast health part of every woman's regime.



Many women are prepared to go to extensive lengths to achieve shiny tresses or a sparkling smile. Through CancerFund Pink Revolution, we encourage women to make breast health check-ups as much a part of their lives as their daily beauty routines. P&G joins the campaign as our major sponsor and together with Cancer Fund will offer 500 free mammograms to low income and high-risk groups. For more information, please call the free mammogram registration hotline on 3656 0848.

Our Pink ambassador and Olay spokesperson Fala Chen is dedicated to promoting public awareness of breast cancer and to raise funds for breast cancer-related services. P&G are known for their plethora of skincare brands and starting from 19 September until 23 October, 2014, Olay will donate HK\$1 to Cancer Fund with every purchase of one Olay Total Effects product from Watson's or Mannings. With any purchase of two Olay Total Effects products in the same transaction, Olay will ramp up their donation by contributing HK\$10 to the Fund. ●



JOIN OUR REVOLUTION FOR BREAST HEALTH AND BEAUTY TODAY!

Shop for Pink this October

Support Cancer Fund's Pink Revolution and Women with Breast Cancer

25 renowned brands are supporting Hong Kong Cancer Fund's Pink Revolution with exclusive Shop for Pink fashion, beauty, lifestyle and dining offers. Part of the proceeds will go towards Cancer Fund's FREE breast cancer support services. Treat yourself to something pink and help people touched by cancer – what a great excuse to shop!

1 Olay

Olay collaborates with Pink Revolution, Hong Kong Cancer Fund's annual breast cancer awareness campaign this year, supported by brand spokesperson Fala Chen who will be promoting the cause. Pink Revolution aims to arouse public awareness of breast cancer, and to raise funds for breast-cancer services.

During the promotion period, Olay will make a charity donation to Pink Revolution upon every purchase of Total Effects products at Watson's or Mannings. Time to shop!

Promotion period: 19/9 – 23/10/2014

Donation: For each Total Effects product sold, Olay will donate \$1; with two Total Effects products sold in the same transaction, Olay will multiply the donation by contributing \$10.

☎ 800 969 688

2 Ingrid Millet

Firming Wrinkle Aroma Concentrate / Firming Anti-Ageing Aroma Cream

Price: \$455 / \$434

Sales period: 1/10 – 31/10/2014

Donation: 30% of proceeds

☎ 2922-6088

3 Nude Beautique

Sales period: 1/10 – 31/10/2014

Donation: \$5 for each treatment

☎ 2868 9100

4 Folli Follie

Silky handbag

Price: \$1,415- \$1,575

Sales period: 1/10 – 31/10/2014

Donation: 15% of proceeds

☎ 2295 0028

5 Jan Logan

Alessandrini Rose Quartz Earrings Set

Price: \$1,650

Sales period: 1/10 – 31/10/2014

Donation: 20% of proceeds

☎ 2918 4212

6 Jill Stuart

Two-Way Shoulder Bag

Price: \$1,995

Sales period: 1/10 – 31/10/2014

Donation: 10% of proceeds

☎ 3182-0101

7 Les Néréides

Pas de Deux Ballerina Necklace in Pink

Price: \$650

Sales period: 23/9 – 31/10/2014

Donation: 20% of proceeds

☎ 2730 6996

8 MADIA

18K/750 Red Gold Diamond/ Color Stone Ring

Price: Around \$12,700

Sales period: 1/9 – 31/10/2014

Donation: Part of the proceeds

☎ 2971-2266

9 MALL RIVER

Twinkle Cherry Necklace

Price: \$590

Sales period: 1/9 – 31/10/2014

Donation: \$50 per Twinkle Cherry Necklace

☎ 3998 4534

10 Shanghai Tang

Playful Knot

Price: \$980

Sales period: 24/9/2014 – 28/2/2015

Donation: Part of the proceeds

☎ 2525 7333

11 SILVER'N GRACE

Trinity Love Necklace

Price: \$590

Sales period: 1/9 – 31/10/2014

Donation: \$50 per each Trinity Love Necklace sold

☎ 2499 0808

12 Calvin Klein Underwear

Purchase any bra items at the Miramar outlet OR purchase designated pink bra and bikini items at other outlets.

Price: (Bra) \$420- \$810/(Bikini) \$180- \$260

Sales period: 1/10 – 31/10/2014

Donation: 5% of proceeds

On 24 October, customers dressed in pink will enjoy 20% off every purchase at Miramar outlet.

☎ 2730-5771

13 ECCO

Customers who bring a pair of used shoes to ECCO stores will receive a \$200 coupon (ECCO shoes will receive two coupons per pair). ECCO will donate \$5 for each pair of shoes received to support Pink Revolution.

Sales period: 6/10 – 9/11/2014

 3151-7973



14 Pure Apparel

Pink Items and Accessories

Sales period: 1/10 – 31/10/2014

Donation: Part of the proceeds

 8178 0000




15 **RICCINI**

PINK Pure Cashmere Shawl
(Miramar and Airport outlets only)

Price: \$699

Sales period: 1/10 – 31/10/2014

Donation: \$10 will be donated for each pink pure cashmere shawl sold, and an extra \$5 will be donated for every "Like" of RICCINI's Facebook page

 2736 8908

16 SCHIESSER

Night Dress made with Austrian Lenzing Modal® (Miramar outlet only)

Price: \$590

Sales period: 1/9 – 31/12/2014

Donation: 5% of proceeds

 2375 3993



Pink Revolution

17 Casablanca

Massa Basic 600-Thread Cotton/Toscana
1100-Thread Cotton Series Bedding Set

Price: \$299- \$999 (designated models)

Sales period: 1/10 – 31/10/2014

Donation: 5% of proceeds

☎ 2687 5113

18 city'super

Pink RPET Shopping Bag Set

Price: \$75

Sales period: 1/10 – 31/10/2014

Donation: Part of the proceeds

Pink Cooking Class

Price: \$450

☎ 2736 3866

19 Gift Flowers Hong Kong

Single Pink Rose with Chocolate

Price: \$349

Sales period: 1/10 – 30/11/2014

Donation: 15% of proceeds

☎ 2730-0885

20 Zojirushi

1L Electric Kettle, 0.5L Stainless Steel
Lunch Jar, 0.5L Stainless Steel Portable Pot,
0.36L Stainless steel Vacuum Mug

Price: \$188-\$598

Sales period: 1/9/2014 – 31/3/2015

Donation: Part of the proceeds

☎ 2543 4296

21 agnès b. CAFÉ L.P.G.

Dinosaur Rouge Mango and
Lychee Cake

Price: \$420

Sales period: 24/10 – 23/11/2014

Donation: 50% proceeds

☎ 2808 0623

22 Holly Brown

Donate all sales revenue on 24 October
from all stores of Gelato "Florida", "Choco'
Berry", "Miss Sunshine" (Strawberry flavor)
to Pink Revolution.

Sales period: 24/10 – 23/11/2014

Donation: All proceeds

☎ 3996 7194

23 PizzaExpress

All Desserts

Sales period: 1/10 – 31/10/2014

Donation: \$5 per dessert sold

☎ 2123 1083

24 Fine Foods (The Royal Garden)

Small Macaroon Box

*100 boxes only, while stocks last.

Sales period: 1/10 – 31/10/2014

Price: \$160

Donation: All proceeds

☎ 2733 2045

25 Conrad Macao, Cotai Central

Purchase a Conrad Macao limited-edition
signature pink bear and duck from the
Conrad Gift Shop and all funds raised will
go to CancerFund Pink Revolution. Enjoy
Conrad Macao's Pink Afternoon Tea and
pink cocktails or book a pink room package
for a chance to win a magnificent
jewellery prize from Butani Jewellers.

Sales period: 22/9 – 31/10/2014

Donation: Part of the proceeds

☎ (853) 2882 9000






Pink Revolution at Miramar Shopping Centre & Mira Mall

We can't wait to see our partner look pretty in pink this year! Enjoy some very special offerings for a good cause as you Shop for Pink.

On 23 September 2014, Miramar Shopping Centre and Mira Mall will set the scene for a very pink month ahead, with a press conference held to raise awareness for Hong Kong Cancer Fund Pink Revolution campaign. Get ready for fantastic retail therapy as a host of brands participate in Shop for Pink with special discounts and one-of-a-kind offerings to benefit this important cause.

The mall will support Dress Pink Day to raise public breast cancer awareness. Customers who dress in pink on 24 October will enjoy exclusive shopping privileges – but the fun doesn't stop there! Miramar Shopping Centre and Mira Mall will be decked out in pink decorations, such as a giant pink spider and pumpkin chair, and fundraising activities to celebrate 'PINKLOWEEN' will take place throughout the month. From a parade complete with Halloween ghouls and face painting service, it'll be a shopping experience like you've never seen before.

Anyone who 'likes' Miramar Shopping Centre facebook page will receive a pink ribbon, which they can write their own message on, to be displayed on a giant spider web in Mira Mall. Customers who spend HK\$1,000 or above and donate a minimum of HK\$10 to CancerFund Pink Revolution will take home a ladies' travel bag. Please show your support and Shop for Pink at Miramar Shopping Centre and Mira Mall this October! 



FOR MORE INFORMATION, VISIT WWW.CANCER-FUND.ORG/PINK

*Movember and the Prostate Cancer
Survivorship Project*

Going Through

It is that time of year again – when the men in your life start getting creative (and hairy) growing moustaches to raise awareness for men's cancers. As Movember's official men's health partner and beneficiary, we are delighted to share our exciting new initiative which has been funded by the proceeds. Here is a snapshot of what we have been up to since last year.

The Project

With more than 1,600 new cases of prostate cancer diagnosed each year in Hong Kong increasing public awareness is so important. We were allocated a generous donation which we put towards the Prostate Cancer Survivorship Project - **Going Through**. Launched in December 2013, our programme helps clients overcome the cultural, physical and psychosocial obstacles associated with cancer, and to manage any symptoms experienced after treatment.

We provide free integrated and holistic services for clients, their families and carers, encompassing symptom management resources, nutrition programme, health education, peer support, relationship counselling, sexual dysfunction support and nursing consultations. The distress levels of our clients are always assessed so we can channel them to the appropriate support services.

Our clients love our psychosocial programmes and many said they experienced a better quality of life and were more able to adjust after treatment. They also had a more in-depth understanding of their symptoms thanks to the helpful prostate information booklets in the recovery bags distributed in public and private hospitals.

“

Our psychosocial programmes enable clients to experience a better quality of life and the information booklet gives them a better understanding of their symptoms.

”

Inside Perspective

Leading the community based service project for prostate cancer clients, our Programme Manager Chris believes that the Going Through project has been very beneficial for male clients. The adjustment programme provided reassurance that side effects after surgery are perfectly normal, and that the majority would be temporary.

Encouraging clients to reach out for help was also an important part of their cancer journey, as this can be challenging for many men. Chris emphasises that it is important to share their concerns with others after receiving a diagnosis, as it can ease their worries, and they are likely to need extra support during this time.

Education is another crucial element of Going Through. Prostate cancer generally develops slowly, and there are plenty of men who live with prostate cancer for more than 10 years, which newly diagnosed clients may be unaware of. Others had misconceptions that sex would be non-existent after treatment, and were pleased to discover that this

was not the case, and that there were many other ways to enjoy intimacy with their spouse.

Meeting other prostate cancer survivors helped newly diagnosed clients learn ways to cope. Chris found that they enjoyed the informative aspect of the programme, such as workshops focused on debunking common myths, and true-or-false games which were both fun and useful. Dedicated sex therapists were also available to answer questions.

Male clients appreciated having a tailor-made programme especially for them, offering practical advice and tips on maintaining self-determination. The informal gatherings have become a good way to meet others going through a similar experience. Our clients sometimes become friends and arrange social outings after the workshops. Chris is looking forward to exciting new developments within the project, such as the marital enrichment programme scheduled for next quarter. ●



Our service centres provide FREE information and support for anyone who wants to know more about prostate cancer

WHAT WE OFFER



Support Through Every Step



Complete Confidentiality



Support for the Whole Family



Personalised Care

OUR FREE SERVICES



Healthcare Support



Emotional and Social Support



Practical Support



Family Support

**FOR MORE INFORMATION, CALL 3656 0800.
OUR CARING HOTLINE TEAM WILL ANSWER YOUR
QUERIES AND PUT YOUR MIND AT EASE.
TO DOWNLOAD MORE INFORMATION ON PROSTATE CANCER,
VISIT WWW.CANCER-FUND.ORG/PROSTATE**

HAPPY MOUSTACHE MONTH!

We are delighted to be working with Movember again this year to help raise awareness and funds for men's cancer care and research. To participate or for more information, please visit www.movember.com

And here are some innovative moustache ideas for inspiration!





Sharing Stories

Cancer Survivor Alan turns memories into magic

One of our cancer survivors, Alan, who has supported us over the years has launched an inspiring book on 30 cancer journeys, and will generously be donating all the proceeds to Cancer Fund. We are delighted that the book's first print run has almost sold out, raising an impressive HK\$40,000 already! The book features inspirational cancer experiences showcasing how the journey can reveal a person's inner strength and give their life new meaning, complemented

by the beautiful work of 30 amateur photographers.

Telling stories from backgrounds as varied as housewives and finance professionals, to students and a belly dancer, this book connects each survivor through shared challenges and triumphs.



Over the Moon *Donor Gathering at Wong Tai Sin*

Our donor gathering at Wong Tai Sin Support Centre for our "Circle of Friends" members on 27 July 2014 was a huge success! More than 40 monthly donors and friends came along to learn how to make snowy mooncakes and healthy granola bars for Mid-Autumn Festival. Some of the donors were so excited about their homemade mooncakes that they sampled them on the spot! The gathering enabled donors to experience firsthand how workshops help take our clients' minds off cancer so they can have fun with their friends.

On the day, two cancer survivors shared their stories with the group. One of them, Wai Ming, told us about the depression she experienced when she was informed that her breast cancer had relapsed, and spread to her liver and back bone. At the time, she was grateful for the professional support of both social workers and peers at our Support Centre, which enabled her to overcome negativity and face treatment in a new light. She knew that she was not alone in her cancer journey. She enjoyed the programmes at our Centre, from exercises to control oedema in the limbs, to medical workshops providing practical information and useful tips on care during and after treatment.



As an active volunteer at our Wong Tai Sin Support Centre, Wai Ming is keen to share her experience with others, so they too can face their cancer journey with newfound positivity. She would like to thank all our donors for their generosity, whose continued generosity allow our clients to make the most of the FREE support we provide.



JOIN OUR CIRCLE OF FRIENDS PROGRAMME!

Your donation will provide a reliable source of income and help minimise administration expenses so we can allocate funds to FREE cancer support services. Please call our COF hotline 3667 6332.



Run for Research

Are you an avid runner?

Then make every step count by participating in this year's Run on Your Own event as part of Stride for a Cure, our annual fundraiser in aid of local cancer research.

All you need to do is run 10km or more at any time during the month of November, submit your running record and invite friends to sponsor you. It only

takes HK\$100 to register, with a minimum HK\$200 sponsorship to take part and receive a limited-edition Nike+ Tee.

This year, our aim is to raise HK\$4 million in support of local cancer research. Improvements in cancer prevention and screening mean that less people will hear the words, "You have cancer".

HERE'S HOW IT WORKS

1
REGISTER
online @ www.cancer-fund.org/sfc/run

2
DOWNLOAD
the Nike+ App
to record
your run

3
INVITE
friends and
relatives to
sponsor you

4
RUN
10km or more
anytime during
November 2014

5
SUBMIT
your Nike+ running
record to redeem your
event Tee

REMEMBER, EVERY STEP COUNTS!

SO PLEASE REGISTER BEFORE 30 NOVEMBER 2014 TO RUN ON YOUR OWN.

 **CANCERFUND**
STRIDE FOR A CURE
癌症基金會抗癌大步走

Acknowledgements

Acknowledgements

We would like to acknowledge and thank the following friends, donors and volunteers. Your generosity and continued support allows our services to grow so no one faces cancer alone.

SKIN CANCER AWARENESS CAMPAIGN 2014

Cancer Council Australia

COLORECTAL CANCER AWARENESS CAMPAIGN 2014

Mr. William Tang
Dr. Yuen Siu Tsan
Hereditary Gastrointestinal
Cancer Genetic Diagnosis
Laboratory
St. Paul's Hospital

Stride for a Cure 2014 Major Sponsor

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XTC on Ice Gelato Ltd.

PINK REVOLUTION 2014

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Ms. Coco Lee
Dr. Fiona Leung

Hong Kong Breast Oncology
Group
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Service Society of Hong
Kong
The Heart Touch Charity
Foundation Limited
The Hong Kong Society for
Rehabilitation, Community
Rehabilitation Network,
Wang Tau Hom Centre
The Hong Kong Tuberculosis
Association Chinese
Medicine Clinic
The Lifestyle Management
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The Otic Foundation
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The Chinese University
of Hong Kong Chinese
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and Research Centre
Pamela Youde Nethersole
Eastern Hospital Cancer
Patient Resource Centre
Prince of Wales Hospital
Cancer Patient Resource
Centre
Princess Margaret Hospital
Cancer Patient Resource
Centre
Queen Elizabeth Hospital
Cancer Patient Resource
Centre
Queen Mary Hospital Cancer
Counseling and Support
Centre

Tuen Mun Hospital Cancer
Patient Resource Centre
United Christian Hospital
Cancer Patient Resource
Centre
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(Hong Kong) Ltd.
The New Voice Club of Hong
Kong
Tuen Mun Hospital Stoma
Group
Tung Wah Hospital Breast
Cancer Support Group
Yin Chun Club
Yin Hong Club

Dress Pink Day 24 October

join us in supporting
women with
breast cancer

☎ 3667 6333



cancer-fund.org/pink



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癌症基金會粉紅革命

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Economy

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癌症基金會希望與您保持緊密聯繫, 向您匯報最新的工作進展及邀請您出席活動。若您最近曾搬遷或更改聯絡資料, 請填妥下列表格並傳真3667 2100或郵寄回本會。您亦可在網上更新資料, 請瀏覽http://www.cancer-fund.org/tc/donate_update_cof.html。任何查詢, 歡迎致電3667 6333與我們聯絡。謝謝!

Hong Kong Cancer Fund would like to keep you abreast of our updated news and invite you to our future activities. If you have moved or changed your contact details recently, please fill in your updated details below and return to us by post or fax (3667 2100). You may also do it online via http://www.cancer-fund.org/en/donate_update_cof.html. For enquiries, please do not hesitate to contact us at 3667 6333. We would like to thank you once again for your past support and look forward to hearing from you soon. THANKYOU!

捐款者姓名 Donor Name : _____

捐款者編號 Donor No. : _____

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