

Autumn | Winter 2015

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癌症基金會
CANCERFUND
So no one faces cancer alone

www.cancer-fund.org

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Contact Details

HEAD OFFICE

2501 Kinwick Centre
32 Hollywood Road
Central, Hong Kong
TEL (852) 3667 6300
FAX (852) 3667 2100
EMAIL public@hkcf.org

CANCERLINK CENTRAL

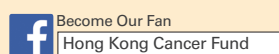
Unit 3, Ground Floor
The Center
99 Queen's Road Central
Central, Hong Kong
TEL (852) 3667 3030
FAX (852) 3667 3100
EMAIL canlinkcentral@hkcf.org

CANCERLINK WONG TAI SIN

Unit 2-8, Wing C, G/F
Lung Cheong House
Lower Wong Tai Sin (II) Estate
Kowloon, Hong Kong
TEL (852) 3656 0700
FAX (852) 3656 0900
EMAIL canlink@hkcf.org

CANCERLINK TIN SHUI WAI

Shop 201C, 2/F Phase 2
Fortune Kingswood
12-18 Tin Yan Road
Tin Shui Wai,
New Territories, Hong Kong
TEL (852) 3919 7070
FAX (852) 3919 7099
EMAIL canlink-tsw@hkcf.org



CancerLink Hotline

TEL (852) 3667 3000 (HK) | **TEL** (852) 3656 0800 (KLN) | **TEL** (852) 3919 7000 (NT) | **www.cancer-fund.org**

15 Years of Pink!

Dear Friends,

Cancer Fund's Pink Revolution 2015 is very special as we celebrate the 15th anniversary of the campaign! We have helped thousands of women touched by breast cancer, sending our Pink recovery packs to the bedsides of those who have just undergone surgery, and tailoring our wellness programmes to meet their needs. Thank you to our friends who have supported us over the years, allowing us to be there every step of the way.

Please continue to get involved by browsing our Shop for Pink selection, participating in Dress Pink Day on October 23rd, or hosting a pink-themed party in your office to raise funds. There are so many fun ways to get involved in this meaningful cause.

Discover the innovative ways our DIY fundraising heroes Dora, Richard and Maranda are brightening the lives of those living with cancer in this issue. From conquering Mount Kilabalu to cycling 1,000km around Taiwan, we hope it inspires you to get creative with a campaign of your own, and encourage your friends to do the same!

I am delighted to share the exciting news that we plan to open a fourth CancerLink support centre in Kwai Chung in the beginning of 2016 to extend our FREE services to more people touched by cancer, emphasising a new nursing-led service direction focusing on rehabilitation to meet the physical needs of our clients. Establishing a presence in Kowloon West will provide access to our clients in Kwai Fong, Tsing Yi and Tsuen Wan, and help meet the overwhelming demand for cancer care in this area.

In the meantime, we're looking forward to yet another important milestone, the 20th anniversary of Stride for a Cure on 22 November to raise funds for important local cancer research! We're grateful to the families who support us every year and are excited to introduce our new initiative, Run for a Cure, which we hope will encourage runners to participate by asking friends to sponsor their workouts. It's time to put your trainers on, everyone!

With love,



Sally Lo, MBE
Founder and Chief Executive



The Gift of Giving Back

Erica Chan's journey

When Erica Chan's mother was diagnosed with cancer in 1996, she joined the Circle of Friends programme as a monthly donor. Busy with a full-time job, she decided it would be the best and easiest way to support others who have been affected. Twelve years later, Erica received the news that she had stage 4 colon cancer, and turned to Hong Kong Cancer Fund during her own journey, and became a volunteer after recovering.

"As a service user, donor and volunteer, I learned all the meaningful ways contributions are used, which is why even though I am not employed full-time today, I continue to give each month. It is important to help Cancer Fund maintain their FREE services, as they do not receive funding from the government or the Community Chest."

After joining Cancer Fund's volunteer training programme in 2009, Erica has since become our Centre Ambassador. She also took part in a storytelling workshop and sharing sessions, both in the community and over the phone, providing peer support for clients. "I got to know everyone in the support centres very well through volunteering. I learned so much from my peers and thanks to their stories and experiences, I gained a lot of valuable insight. I now see life in a new and positive way."

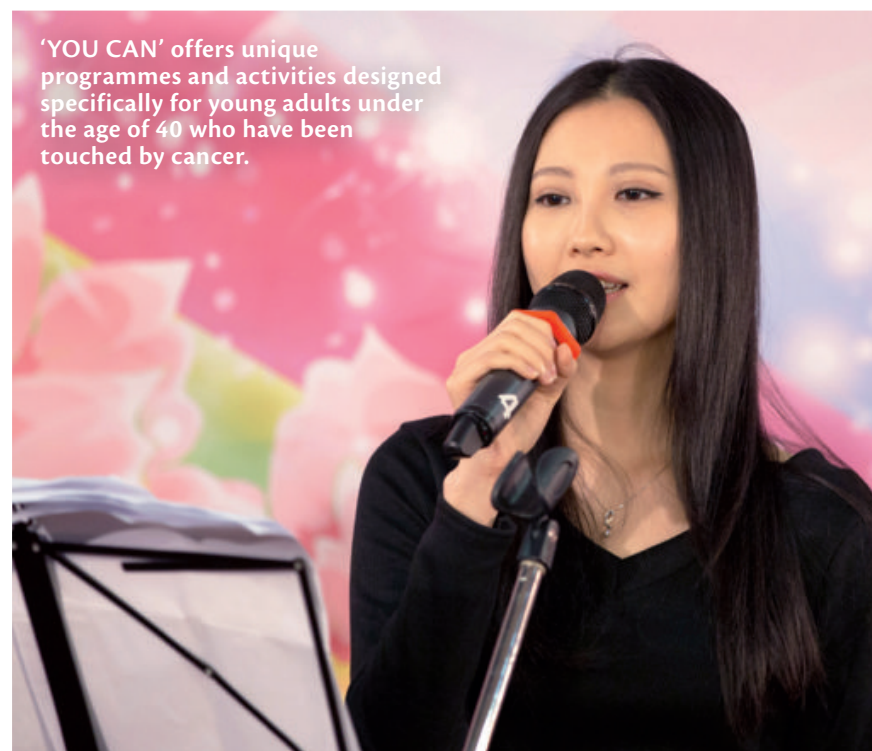
"Nothing is more rewarding than seeing my monthly donation make life better for those in need."

Erica has also found lifelong friends in Cancer Fund's compassionate volunteers, who she believes exemplify the beauty of human nature. "Being a volunteer has bettered my understanding of how to provide our community with the best service. It also allowed me to share my story and give hope to others on their cancer journeys. Nothing is more rewarding than seeing my monthly donation make life better for those in need. It brings me so much joy."

Circle of Friends donations allow us to sustain our workshops, counselling services and peer support for those touched by cancer.



Serena Li's inspiring story



JOIN CIRCLE OF FRIENDS TODAY!



If you would like to join Circle of Friends, call the COF hotline on **3667 6332** or emailing **cof@hkcf.org**

“I have to take hold of every second and make my dreams come true.”

The sweet, young singer whose tender voice you'll recognise in *Sunshine, Rain* was diagnosed with cancer three years ago, but today survivor Serena Li lives a fulfilling life – proof that anything is possible.

Serena loved to sing as a child and has all the qualities of a star: beauty, youth and a gorgeous voice. She was diagnosed just as her singing career started to take off. “I was only 22 and everything was going smoothly. One of my songs had just been released. I was shocked and in disbelief that I had Nasopharynx cancer.”

Thankfully Serena's parents provided a great deal of support throughout her cancer journey, for which she is forever grateful. “My mum and dad did everything in their power to

take care of me. It was heartbreaking to see them lose weight from worrying. I promised myself that I would fight for my life and treasure every second with them.”

Although cancer affected Serena's promising singing career, the unconditional love she received from her parents was even more gratifying. Today, they continue to remain best friends. “I didn't use to share my life with them. But now I am eager to tell them every detail.”

Although Serena is in remission, she still feels the side effects of radiotherapy. Having a stiff jaw affects her pronunciation, yet her passion for reviving her singing career only grows stronger. “As long

as I am still alive, I have to take hold of every second and make my dreams come true.”

Serena's story exemplifies life's infinite possibility. She believes that a meaningful one should not revolve around what we have, but how to make the most of the present moment, and that we are all capable of embracing life even with its imperfections. Serena's goal is to encourage others touched by cancer, by sharing her experiences.

“I volunteer in the YOU CAN young adult programme. I visit people with cancer in hospital. I love to sing Joey Yung's *Proud of You* to encourage them. Singing that song makes me feel like I'm flying, and I know I'm a living miracle.”

Cancer Patient Resource Centres

Provide a haven of support and information



Cancer Patient
Resource
Centre lobby at
Pamela Youde
Nethersole
Eastern Hospital

Nasopharyngeal cancer survivor Mr Wong was initially nervous about his first radiotherapy appointment, but found the serene setting of the CPRC in Pamela Youde Nethersole Eastern Hospital put his mind at ease. “The treatment room was decorated with giant light boxes showing peaceful nature scenes. It was like walking into a forest. After a few moments, my worries began to subside. The artwork serves as a great distraction, helping to calm people’s thoughts so they imagine being somewhere other than the hospital. It was great to be able to escape my own thoughts during treatment.”

At Hong Kong Cancer Fund, we aim to make lives better for those touched by cancer not only through the FREE services we provide in our three support

“It was like walking into a forest. After a few moments, my worries began to subside.”

centres, but also in the community, hospital and home setting. We partnered with the Hospital Authority to establish Cancer Patient Resource Centres (CPRC) in Hong Kong’s major public hospitals as an important resource for anyone diagnosed.

These CPRCs are located in the clinical oncology department of seven major hospitals in Hong Kong, easily accessible to patients and their families during their visits. As hospitals are often the first point of contact following a

cancer diagnosis, CPRCs provide an immediate haven of comfort, support and information. They are staffed by registered social workers and cancer care professionals to meet the needs of individuals and families.

The setting and purpose of the CPRCs is similar to Cancer Fund’s CancerLink centres, which offer free resources including a cancer-information library, computers, professional counselling, relaxation rooms and rehabilitation workshops. We work closely with each centre through referrals and offering health talks to ensure seamless cancer care services. Situated across Hong Kong, each one is dedicated to helping people adjust to living with cancer with confidence and optimism.

Our Dream Come True

HELP BUILD OUR SUPPORT NETWORK



- ❶ CancerLink Tin Shui Wai
- ❷ CancerLink Wong Tai Sin
- ❸ CancerLink Central
- ★ Coming soon!
CancerLink Kwai Chung

- ❺ Tuen Mun Hospital CPRC
- ❻ Princess Margaret Hospital CPRC
- ❼ Prince of Wales Hospital CPRC
- ❽ Queen Elizabeth Hospital CPRC
- ❾ United Christian Hospital CPRC
- ❿ Pamela Youde Nethersole
Eastern Hospital CPRC
- ⓫ Queen Mary Hospital CPRC

THE HEART OF HONG KONG

It's been our dream for many years to open a new centre right in the heart of Hong Kong that serves as a new horizon in supportive care and cancer rehabilitation. Today I'm so excited to tell you we've been given an amazing opportunity by a generous donor to take over a premises in Kwai Chung. We've waited for so long to be able to extend our FREE services into this long-neglected area, which covers almost 800 thousand people.

Just five minutes' walk from Kwai Hing MTR Station, this large 7,300 sq ft space will allow us to expand our range of rehabilitation programmes and provide a stable venue for our wellness classes. With the extra room, we'll also be able to add new and upgraded services such as an in-house physiotherapist, more



diet and nutrition workshops, and an even larger range of wellness programmes, benefitting all those in need. The centre will also be equipped with all our regular services, including an improved hotline, peer support groups, psychosocial counselling, family support services, education talks, a resources library, therapeutic workshops and more. **We aim to raise HK\$14.5 million. If you would like to make to contribute and make our dream come true, support us by calling our donation hotline on 3667 6333 or filling in the enclosed donation form.**

Integrative Therapies

Wellness programmes at a glance



The wide range of FREE therapies we offer in our three CancerLink support centres are created to alleviate stress, improve relaxation and ease side effects. We believe that overcoming cancer takes more than just medicine – it requires balancing the spiritual, emotional and physical needs of our clients.

Currently, we hold 47 wellness classes each week to help more than 1,000 clients and their families adjust their lifestyles, adopt healthier habits and find positive meaning in the cancer journey and healing process.

In addition to our renowned yoga programme, featuring classes to suit all abilities and a variety of styles to promote strength, peace of mind and ease pain associated with treatment, we also offer many other integrative therapies.

The Feldenkrais Method®

This Awareness Through Movement class offers a unique way of understanding the connection between body and mind. Through a combination of gentle movements, awareness of habitual movements is enhanced and restrictive patterns eliminated.

Food for the Heart Book Club

In this bi-monthly book club, participants share their insight on a chosen chapter of an inspirational book. Together they explore how lessons from the book can be applied to life in a fun, lighthearted discussion.

Mandala Painting

Recognised for its deep spiritual meaning, the mandala represents wholeness and beauty. As a reflection of its creator, the unique style of painting encourages clients to express their emotions through art.



“Clients and their families adjust their lifestyles, adopt healthier habits and find positive meaning in the cancer journey.”

Qigong and Taiji

Ancient Chinese qigong boosts mood, helps unblock energy channels and cleanses toxins to improve health. Taiji strengthens muscles and improves flexibility to balance the mind and body.

Breathing and Relaxation

Cultivating awareness and instilling calm, breathing classes promote self-healing and relax the mind and body. This can help improve sleep, reduce anxiety and enhance mental well-being.

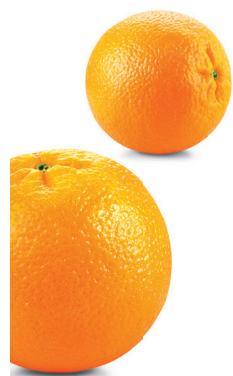
Chanting and Meditation

Chanting and singing promotes healing, using energy generated from sound vibrations to create a state of inner peace, while meditation helps people live life in the present, encouraging them to worry less about the future and forget past pain.



FOR MORE INFORMATION

To find more about class schedules, please call CancerLink Central on 3667 3000, CancerLink Wong Tai Sin on 3656 0800, CancerLink Tin Shui Wai on 3919 7000



Pink Revolution

15th anniversary raising breast cancer awareness in Hong Kong



Our annual breast cancer awareness campaign has played a crucial role in educating Hong Kong on the importance of early detection. Our fruit visuals you have seen around town demonstrate how important it is to check your breasts regularly – it could save your life!

When buying oranges in the market, your mother may have taught you to ensure they were in good condition by feeling the skin to check the thickness, and for any bumps. We can apply the same concept when checking our breasts to look out for irregularities. It's important to make self-examination part of your routine.

The latest Hong Kong Cancer Registry statistics indicate the urgency of the situation as there were more than 3,500 new breast cancer cases in 2012, and the number continues to rise. It's the most common cancer among Hong Kong women, and the third leading cause of cancer-related deaths. Early detection means less physical and emotional trauma, and most importantly, the best chance of survival.

Get to know the normal look and feel of your breasts, so any changes will be easy to spot. Changes also take place during periods, pregnancy or when breastfeeding, so make sure you can tell the difference.

Breast health

Screening and 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. If a lump is found, the doctor will usually suggest an ultrasound-guided biopsy, and the pathology report will 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 a fine needle aspiration or a core biopsy. For more information on treatment options, download our breast cancer information booklet from our website:

www.cancer-fund.org/pink



Join Pink Revolution!

You can help make life brighter for those touched by breast cancer by donating to Cancer Fund Pink Revolution!

You can also get involved by taking advantage of our special Shop for Pink offers and products, or joining Dress Pink Day on 23 October 2015. The money will be used to continue to expand our FREE breast cancer care services. To donate online or for more details, please visit www.cancer-fund.org/pink – it couldn't be easier!

Here's what to 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

If you notice any of the changes above, please see your doctor immediately. Checking your breasts regularly can save your life!



Giving Support

A selection of our FREE professional services for those touched by breast cancer

Upper Lymphoedema Exercise Class

This class teaches the techniques for effective oedema control, using massage balls and mobility training.

Understanding Breast Reconstruction Surgery

This workshop provides information on breast reconstruction surgery, and tips on enhancing recovery after the procedure.

Image Enhancement Workshop

This workshop invites beauty professionals and makeup artists to share their knowledge of skin care

and make-up tips. Each participant will be the star of their own photo shoot, and take home the photos as a special souvenir.

Breast Cancer Adjustment Group

Workshop 1: Learn how to select and wear your prosthesis

Workshop 2: Healthy living and positive thinking

Workshop 3: Talk to others who have experienced cancer while sharing your concerns, asking questions and learn to adjust to the road to recovery. Lean on others for

mutual support and know that you are never alone.

Breast Check Technique Workshop

Learn how to examine your breasts and spot any unusual changes. Early detection saves lives!

Couples Yoga

Designed for couples affected by breast or gynecological cancers, yoga calms the body, while sharing experiences enhances communication and enriches relationships so you connect with your partner on an emotional and spiritual level.



COME AND LEARN MORE

Breast Cancer Awareness Roadshow

Learn more about breast cancer by learning self-examination techniques from a registered nurse, while our brave survivors share their experiences. Highlights include an exhibition, awareness survey and plenty of information to take home.

Sessions will take place from 10am to 4pm on the following dates:

9-12 October 2015	CityWalk, Tsuen Wan,
15-16 October 2015	Cheung Fat Plaza, Tsing Yi,
20 October 2015	Fortune Kingswood, Tin Shui Wai



FREE MAMMOGRAM OFFER

Women with a family history of breast cancer have a higher risk of being diagnosed, a concern that Hong Kong Cancer Fund addresses by offering 300 FREE mammograms for those in high-risk, low-income groups, who are receiving social welfare.

Talk to us and find out more by calling our registration hotline **3656 0848** from 17 September 2015 to 30 June 2016 from 9am-6pm.



Raise Funds on Dress Pink Day!

Join us on 23 October 2015



Li & Fung get into the Pink spirit!

We would like to encourage both corporate and individual supporters to join in the fun and help brighten the lives of those touched by breast cancer in Hong Kong.

What shade of pink will you be wearing to support Cancer Fund Pink Revolution? It's time to get creative with your own unique pink party! Why not initiate a pink-themed feast, or set up a pink DIY fundraising webpage so your friends can join and donate? It's fun, easy and designed by and just for you!

For as little as HK\$100, you can sponsor a Pink Recovery Pack, which is sent to the bedside of someone with breast cancer who has just undergone surgery.

Each one contains an information booklet, soft pillow, temporary breast prosthesis, comforting pink bear and other essential items to make the physical and mental healing process that bit easier. The more money you help to raise, the more those touched by breast cancer will benefit. Get involved today!

www.cancer-fund.org/pink

HOW YOU CAN HELP



Donate HK\$100 to receive a Pink shopping bag and a special Pink coupon offering discounts at the city's most sought after lifestyle brands (while stocks last).



Trinity's fun
Pink party!





Think Pink

We are delighted to announce that Zojirushi have become a Cancer Fund Pink Revolution Major Sponsor this year! They have been integral to our annual breast cancer awareness campaign for the last seven years, and continue to extend their loyal support by dedicating a pink series of their iconic vacuum line as a 2015 Shop for Pink highlight.

A must-have for Hong Kong women on the go, Zojirushi stainless steel products make it possible to enjoy delicious, homemade favourites, anytime anywhere. Cancer Fund encourages healthy living, so let's start eating well today!

Best of all, purchasing these lovely pink containers will help support women touched by breast cancer. Steven Lo, Retail Sales Manager of Zojirushi, sole

distributor for Hong Kong and Macau, prioritises social responsibility and caring for the community. "It is a pleasure to work with Cancer Fund, who provide free professional services for anyone affected by cancer, and to be involved in Pink Revolution which benefits such an important cause. We had a wonderful response last year and anticipate an equally huge demand in 2015!"

Please support Pink Revolution and women touched by breast cancer by purchasing these pretty pink mugs and food jars for the ultimate nutrition in style! Special thanks to Zojirushi for believing in our work over the years, your generosity makes this all possible.

Zojirushi products are available at Fortress, Park'n Shop Superstores, Sincere, Sogo Causeway Bay, Taste – Park'n Shop and Wing On



Shop for Pink this October

Support the Cancer Fund Pink Revolution and help women with breast cancer

Over 30 popular brands are supporting the Cancer Fund Pink Revolution this year 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, so why not treat yourself to something pink and help women touched by cancer? It's the perfect excuse to shop! (All pink items are available for sale from 1 to 31 Oct 2015, unless otherwise specified. Prices are in HK\$.)

1 Anteprima / Anteprima Wirebag

Pink items

Donation: Part of the proceeds

☎ 2907-3388

2 Diane von Furstenberg

Hanovar Love is Life Scarf

*Limited edition

Price: \$1,000

Donation: All proceeds

☎ 2918-9238

3 ECCO

3-Step Shoe Care Kit

Price: \$299

Donation: \$50 per kit sold

☎ 3151-7973

4 FURLA

Metropolis Crossbody Chain Bag

Price: \$2,990

Promotion Period: From now until stocks last

Donation: Part of the proceeds

☎ 2234-7148

5 PANDORA

ESSENCE "Caring" Silver Charm

Price: \$399

Promotion Period: 7 Sep–31 Oct 2015

Donation: 50% of proceeds

☎ 2117-4650

6 Ice-Watch

Upon purchase of two regular-priced watches, customers will receive a complimentary pink watch.

Donation: Part of the proceeds

☎ 2402-3210

7 Pure Apparel

Pink Items and Accessories

Donation: Part of the proceeds

(Available at all Pure retail locations)

☎ 8178-0000

8 Samantha Thavasa

Mchouchou Handbag

Price: \$2,920(Small) / \$3,370(Large)

Donation: Part of the proceeds

☎ 2111-9235



9 Repetto

Cendrillon Ballerina Flat Venus

Price: \$2,850

Promotion Period: 17 Sep–31 Oct

Donation: 30% of proceeds

☎ 2301-6003

10 AGATHA Paris

Ceramic Pink Necklace / Scottie Charm

Price: \$500/\$180

Free gift: Pink Scottie phone plug, while stocks last.

Donation: 5% of proceeds

☎ 3911-1936

11 ARTÉ Madrid

Dulce Pendant and Earrings Set / Fructifero Pendant

Promotion price: \$2,970/\$2,520

(Original price: \$3,300/\$2,800)

Donation: 10% of proceeds

☎ 3102-2088

12 Folli Follie

Ivy Watch

Price: \$2,525

Donation: 15% of proceeds

☎ 2295-0028

13 MADIA

18K/750 Red Gold Diamond / Color Stone Earrings

Price: Around \$12,800

Promotion Period:

From now until 31 Oct 2015

Donation: Part of the proceeds

☎ 2971-2266

14 Just Gold • Just Diamond

Starlight Pendant

Price: \$1,580

Promotion Period: 1 Sep–31 Oct

Donation: 10% of proceeds

☎ 2213-0099

15 Shanghai Tang

Friendship Knot Bracelet

Price: \$980

Promotion Period: 17 Sep 2015–29 Feb 2016

Donation: Part of the proceeds

☎ 2839-0824

16 THOMAS SABO

Shoe Charms in Pink (2 styles)

Promotion Period: 17 Sept- 31 Oct

Donation: Part of the proceeds

☎ 3996-9721

17 Casablanca

Massa Basic 780 Threads Cotton Series Bedding Set / Toscana 1100 Threads Long-staple Cotton Series Bedding Set

*Designated models

Price: \$566-\$2,326

Donation: 5% of proceeds

☎ 2687-5113

18 city'super

city'super Limited-Edition Pink Bicolour Zip Bag/Pink Cooking Class

Price: \$58/\$495

Donation: Part of the proceeds

☎ 2736-3866

19 DOMA Lifestyle

Pink items

Donation: 10% of proceeds

☎ 2530-4766

20 Le Creuset

Heart-Shaped Cast Iron Dish and Small Heart-Shaped Stoneware Ramekin / Flower Shaped Cast Iron Casserole and Small Flower Shaped Stoneware Ramekin

Price: \$1,988/\$2,388

Promotion Period: 9–31 Oct

Donation: 5% of proceeds from first 60 sets sold for each style

☎ 3641-1200

21 Zojirushi

(From left) 1L Quick Boiling Electric Kettle / Food Jar Bag /

0.5L Vacuum Food Jar /

0.5L Stainless Steel Portable Pot /

0.36L Stainless Steel Vacuum Mug /

Prices: \$598/\$30/\$298/\$188/\$198

Promotion Period: Sep-Dec 2015

Donation: Part of the proceeds

☎ 2543-4296



Pink Revolution

22 Calvin Klein Underwear

Perfectly Fit With Lace Modern T-shirt Bra & Bikini / Push Positive Bra & Bikini / Icon Perfect Push-Up Bra & Bikini

*Designated styles

Price: \$230-\$580

Donation: 5% of proceeds

☎ 2808-4699

23 Regina Miracle

Selected Pink Bras

Price: \$348-\$398

Donation: 5% of proceeds

☎ 2820-6107

24 agnès b. CAFÉ L.P.G.

Dinosaur Rouge Mango and Lychee Cake

Price: \$420

Donation: 50% of proceeds

☎ 2890-2989

25 Hard Rock Cafe Hong Kong

Pink Ribbon Bracelet / Banana-Berry Colada / Wildberry Smoothie

Price: \$20/\$99/\$89

Donation: (Bracelet) All proceeds / (Drink) 15% of proceeds

Promotion Period: 1 Sep–31 Oct 2015

Dress in pink on 23 October, customers will get a free Pink Mocktail, Hard Rock Cafe will donate 10% of the bill amount.

☎ 2111-3777

26 Le Marron

Rose and Black Sugar Afternoon Tea Set

Price: \$498

Promotion Period: From now until 31 Mar 2016

Donation: 5% of proceeds

☎ 2881-6662

27 PizzaExpress

All Desserts

Donation: \$5 per dessert sold

☎ 2216-9981

28 Fine Foods (The Royal Garden)

Macaroon Gift Box (Strawberry & Raspberry)

*Limited to 100 boxes

Price: \$160

Donation: All proceeds

☎ 2733-2045

29 Nude Beautique

Donation: \$5 per treatment

☎ 2868-9100

30 Sense of Touch

Reveal Your Radiance Facial Treatment

Price: \$450-\$1,580

Donation: 5% of proceeds

☎ 3983-0406

31 Conrad Macao, Cotai Central

Donation: Part of the proceeds

☎ (853) 2882 9000

Purchase a Conrad Macao limited-edition signature pink bear and duck from the Conrad Gift Shop and enjoy Pink Afternoon Tea, part of the proceeds will go towards Cancer Fund Pink Revolution. Also, book a pink room package, for a chance to win a magnificent prize.

32 Tin Yin Jewellery

Pearl & Cord Knot Bracelet /

Pearl with Peridot Bracelet

Price: \$150

Promotion Period: 14 Sep 2015–31 Aug 2016

Donation: 30% of proceeds

☎ 2723-9272

33 Hellolulu

KARI Flexi Backpack

Price: \$598

Promotion Period: 18 Sep-31 Oct

Any designated pink items

Donation: 10% of proceeds

☎ 3118-2892

34 Venture Photography

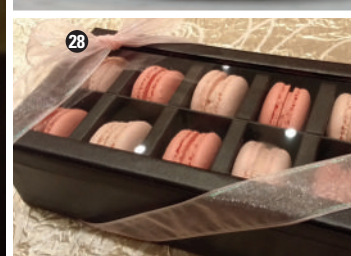
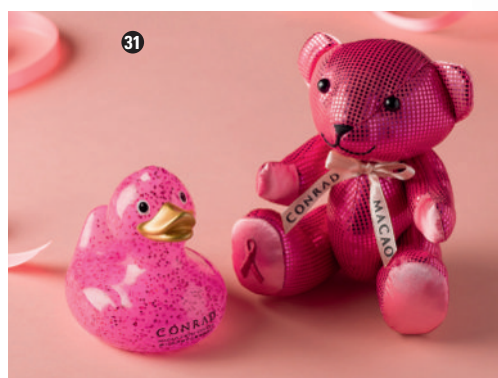
Experience Package

Price: \$500

Promotion Period: 1-31 Oct 2015

Donation: All proceeds (Venture will donate an extra 10% of proceeds for any sale on prints of photographs purchased)

☎ 2535 3282





Citywalk: 1 Yeung Uk Rd, Tsuen Wan

Bring the family and come and have fun!

This year we partner with Citywalk for Pink Revolution, our annual breast cancer awareness campaign starting on September 17, marking an action-packed month of retail therapy. Come visit our educational booth from October 9 to 12 at Phase 1, Citywalk to learn more about breast cancer and how to examine yourself. A big thank you goes to Citywalk tenants who are supporting the campaign with their selected Shop for Pink items, and by providing special offers for anyone who dresses in pink on October 23.

Indulge in this contemporary shopping mall with desirable shops featuring exclusive Pink Revolution offers created especially for the campaign, to raise funds supporting women touched by breast cancer. Anyone who donates HK\$100 will receive a special Pink Revolution shopping bag as a token of our appreciation. Go on, treat yourself, it's all for a good cause!

For more information, please visit www.cancer-fund.org/pink

Fit for Life

Enhancing life for those with prostate cancer through exercise

Cancer Fund is grateful to be the main beneficiary of Movember Hong Kong's annual campaign, and awarded part of its 2014 profits to fund a study at The University of Hong Kong's Institute of Human Performance (IHP). The study compared and contrasted the physical and psychological effects, barriers and facilitators of participation in traditional Chinese movement exercises and best practice "exercise medicine"

prescription, to improve quality of life for Chinese men with prostate cancer. It also aimed to investigate their psychological wellness using psychometric screening tools to measure various aspects of quality of life.

Principal researcher Dr Michael Tse, Assistant Director of the IHP and Director of the IHP's Active Health Clinic, and his team recruited 41 local prostate cancer patients through

urologists, oncologists and Cancer Fund support groups. After ensuring participants were fit to exercise, they were tested to measure body composition, cardio respiratory fitness, strength, blood pressure, flexibility, balance, and underwent psychometric screening tests to evaluate quality of life.

Participants were randomly assigned to one of three groups: eastern exercise (luk tung kuen, composed of a sequence of 36 movements), western exercise (a combination of resistance and cardio training) or a delayed exercise control group, and embarked on a 12-week programme of thrice-weekly sessions. The participants were tested again once the programme had concluded. Men in the control group also completed either the Eastern or Western exercise for the following 12-week period.

Physical challenges faced by those with prostate cancer include changes in body composition and a higher risk of metabolic syndrome, glucose intolerance and diabetes. Dr Tse believes that staying active rebuilds strength and improves self-confidence. "To some degree, almost any type of physical activity provides general benefits. The

"The earlier you invest in quality exercise, the better chances you have of leading a healthy, productive lifestyle."





Participants experienced improved sleep and energy levels from exercising

HOW TO MAKE EXERCISE A HABIT

- Find something you like which is fun and sustainable!
- Start slowly. Increase training duration and intensity gradually
- Aim for 150 minutes of moderate intensity aerobic exercise a week and higher intensity when more advanced
- Keep your body limber with flexibility exercises
- Target at least two resistance exercise sessions a week, working the upper and lower muscle groups, as well as muscles of the lower back and abdominal area
- Variety will keep it fun, so experiment with different types of exercise

strength training participants really seemed to like it because they felt stronger and more confident. After the programme, many wanted to continue and asked if we could run more courses. It was positive overall even from a subjective point of view – we had a lot of good feedback.”

For many older people, the initial hurdle was making exercise a part of their daily routine, but after adjusting, they became keen to incorporate it regularly. Participants experienced improved sleep quality and energy levels

during the day, off-setting fatigue resulting from treatment. Positive changes resulting from a well-designed exercise programme may include reduced depression and anxiety, as well as improved self-esteem and mood. Depending on the type and intensity of exercise, there may be influence on hormone levels within the body, working at times in a similar way to medication, but with minimal adverse side effects.

“Don’t wait to incorporate exercise into your lifestyle because your

doctor says it is good for you, try to make it a habit early. The earlier you invest in quality exercise, the better chances you have of leading a more energetic, healthy and productive lifestyle. Exercise is not a magic pill that guarantees you will avoid ailments, but rather a kind of “insurance policy” that doesn’t cost anything. You only need to commit a bit of time. If you make it a part of your lifestyle, like brushing your teeth or washing your hands, then it no longer feels like an effort, can be very enjoyable and you will want to do it.”



November 2015

Hong Kong Cancer Fund is delighted to be the beneficiary of Movember 2015 and all funds raised will support our prostate cancer care services and local research. Please get involved this year by growing a moustache in November or donating to the Movember Foundation. For more information, visit www.hk.movember.com



Celebration of Life

Our largest gathering to date, more than 1,500 friends joined a special Celebration of Life on 17 May 2015 at Queen Elizabeth Stadium to honour Cancer Fund's brave cancer survivors from 21 support groups, loyal supporters, donors including our monthly donors Circle of Friends, medical advisors and professional team. The day was about joy and gratitude, seeing our courageous survivors look ahead with newfound hope and positivity. Overcoming cancer is a challenge, and every triumph deserves to be celebrated!

A performance by our ambassador Coco Lee and a laughter yoga session

led by "laughter captain" Dick Yu for a record-breaking number of participants were highlights.

The exciting line-up also featured performances by Dr William Foo and the New Voice Club, Rainbow Club children, YOU CAN young adults and Cancer Fund staff, to celebrate rebirth, courage and the determination of cancer survivors to live life to the fullest. Guests included renowned professor of Clinical Oncology at The Chinese University of Hong Kong Dr Tony Mok, Cancer Fund's co-chairmen Robert Lo and Dr Andrew S. Yuen.





Run for a Cure

Love to run? Now you can run to FUND! Do what you love and raise money for a fantastic cause. Dedicate your workouts to us in November, in collaboration with Stride for a Cure, to raise HK\$4 million to support local cancer research.

Simply register at www.cancer-fund.org/sfc-run, submit your participation fee and get your friends to sponsor you to run at least 10km in November. It's only HK\$100 to register and takes just a minimum sponsorship of HK\$200 to take part. Together we can build a cancer-free tomorrow!

**REMEMBER, EVERY STEP COUNTS!
RUN FOR A CURE.**



A Little Help From our Friends

We are so grateful to our loyal supporters for helping us sustain our FREE services.
Thank you for making our work possible and please continue to be generous!



Affordable Art Fair

We would like to thank the Affordable Art Fair for selecting Hong Kong Cancer Fund as their 2015 charity partner. We held a charity exhibition and silent auction with the theme 'FREE' from 22-24 May at the Hong Kong Convention and Exhibition Centre. Guests were given the opportunity to bid for the work of 17 local artists who donated their art pieces and help us raised over HK\$500,000 in support of our FREE cancer care services. We are so grateful to all the artists, curator Mr Eric Leung and the generous bidders for supporting our FREE cancer services.

Affordable Art Fair makes contemporary art accessible to everyone through their fun, three-day event hosting galleries in an inspiring, friendly atmosphere with original paintings, prints, sculptures and photography under one roof, and at affordable price. Cancer Fund held a talk introducing our range of art therapy programmes for clients, a core service which draws on the therapeutic healing powers of art and the creative process, led by our team of professional social workers, to alleviate stress and anxiety while encouraging self-expression.



Made with Love

British celebrity chef Jamie Oliver opened his second Hong Kong restaurant in May 2015, Jamie's Italian in Tsim Sha Tsui. Cancer Fund supporters, their family and friends were invited during the soft opening for a preview of the brand new eatery, and a chance to sample the delicious dishes at a discounted price. Over HK\$39,000 was raised to support our FREE breast cancer services!



DIY Fundraising

A huge thank you to this month's DIY Fundraising heroes, Dora, Richard and Maranda, who have raised money in innovative ways to help those touched by cancer. We hope it inspires you to create your own campaign!

Ascent to Low's Peak

Congratulations to Dora Chow for conquering Mount Kinabalu in Sabah, East Malaysia! She climbed to 13,435 feet with her friends over two days, starting from Timpohon Gate in Kinabalu Park, stopping at Laban Rata overnight before starting the ascent to Low's Peak in time for sunrise. Thank you for raising HK\$11,000 to help Cancer Fund continue to sustain our FREE cancer care services.



Round Taiwan

Well done Richard Ho and his wife Maranda who is a cancer survivor, for completing their 1,000km cycle around Taiwan for 25 days, raising HK\$56,850 to support Cancer Fund! This sporty couple love to run and cycle in their free time, and wanted to encourage their relatives and friends to follow a healthy lifestyle.

Maranda was keen to resume her fitness again, supporting Richard by cycling by his side as he ran around Taiwan, so they could achieve their athletic goal together. Both through her cancer journey and his fitness endeavour, they were never alone, depending on each other for support.

Averaging a marathon each day, their unique trip took them to four lighthouses in the north, south, east and west of Taiwan. They met wonderful people who helped them along the way, demonstrating the true spirit of compassion which inspired them to create this campaign.

Thank you to all our supporters

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

AFFORDABLE ART FAIR 2015

- Paul Andersson
- anothermountainman
- Simon Birch
- Whitfield B. F. Charles
- Eunice Wai-Man Cheung
- Mandy Sze-Man Choi
- Joseph Chu
- Pui-Chee Chui
- Kevin Lik-Yan Fung
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- Lumen Man Kinoshita
- Wai-Bong Koon
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- Anne Suet-Hung Lam
- Yau-Sum Lam
- Danny Chin-Fai Lee
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- William Lim
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- Marina Kai-Man Lo
- Sing-Yip Lo
- Susanna Lo
- Joseph Yeuk-She Pang
- Alan H. Smith
- Chui-Mei Tsang
- Johnson Cheung-Shing Tsang
- Chun-Hei Wong
- Dianne Wai-Yee Wong
- Fiona Lai-Ching Wong
- Vanessa Shun-Chi Wong
- Affordable Art Fair Hong Kong

PINK REVOLUTION 2015

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- Agatha Asia Pacific Limited
- Agnès b. HK Limited
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- Yoga O
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- Hong Kong Baptist Hospital's Chinese Medicine Clinic
- Hong Kong Baptist University school of Chinese Medicine
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- Hospital Authority, Health InfoWorld
- Hung Fook Tong
- Kowloon Cricket Club
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- Movember Foundation
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- Pamela Youde Nethersole Eastern Hospital Cancer Patient Resource Centre
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- Prince of Wales Hospital Cancer Patient Resource Centre
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- Queen Elizabeth Hospital Cancer Patient Resource Centre
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- Shatin International Medical Centre Union Hospital
- Social Welfare Department-Wong Tai Sin Integrated Family Service Centre
- Soul 2 Soul HK
- St. Teresa's Hospital
- The Cancer Crusade Angels 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 Society for the Deaf
- The Hong Kong Tuberculosis Association Chinese Medicine Clinic

- The Hong Kong Tuberculosis Association Chinese Medicine Clinic cum Training Centre of the University of Hong Kong
- The Mental Health Association of Hong Kong
- Ting Shui Wai Community Development Network
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