

## **PRESS RELEASE**

### **Inaugural Be Frank: Youth Programme Prize Presentation**

**KUALA LUMPUR, [20 NOVEMBER 2013] – Cancer Research Initiatives Foundation (CARIF) recently held its inaugural “Be Frank. Help Beat Cancer: Youth Programme” Prize Presentation at Taylor’s University Lakeside Campus in Subang Jaya. The Prize Presentation is the culmination of a 3-month programme to raise awareness of cancer among Malaysian youths.**

This programme, funded by the Berjaya Cares Foundation through CARIF, saw university and college students design posters, create videos and conceptualize games which delivered key cancer awareness messages to their fellow peers.

These campaigns reached the wider community through Facebook, blogs and cancer awareness carnivals at Sunway University and Taylor’s University. To date, the “Be Frank: Youth Programme” has reached out to more than 2,000 youths.

The first prize for the most innovative cancer awareness was won by team Cherish with their poster “Silence Does Not Beat Cancer” and the “Be Frank” animation video about oral cancer. These can be viewed through the Be Frank website on [www.befrank.com.my](http://www.befrank.com.my).

“We are very happy to receive this award. This programme has given us the opportunity to increase cancer awareness through “out of the box ideas”. It made it possible for us to help make a difference in fighting cancer,” said Janesh Nathan from A-levels programme, Sunway University and the group leader from team Cherish. “We also learned a lot about cancer in the process,” quipped his teammate, Chin Zi Tian.

“It is wonderful that so many youths have taken part in this programme and we are grateful to Berjaya Cares Foundation who have truly reached out to help the community by supporting the “Be Frank Outreach Programmes”. We welcome more organizations to join Berjaya Cares Foundation in the future so that we can prevent more cancers through raising awareness about the risk factors,” said Datin Dr. Amyza Saleh, Programme Manager for the “Be Frank Outreach Programme” at CARIF.

To view the cancer awareness campaigns, log on to [www.facebook.com/befrank.my](http://www.facebook.com/befrank.my). For more information about the Be Frank: Youth Programme, visit [www.BeFrank.com.my](http://www.BeFrank.com.my).

#### **ENDS**

#### **About Cancer Research Malaysia**

Cancer Research Malaysia (formerly known as Cancer Research Initiatives Foundation) is the first independent cancer research organization in Malaysia. Cancer Research Malaysia conducts research to identify better ways to prevent, detect and cure cancer for Malaysians. Cancer Research Malaysia is committed to ensuring that at least 90% of funds received are spent on research. Cancer Research Malaysia researchers work closely with experts worldwide to fight cancers that occur in Asia as well as globally.

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