



PRESS RELEASE

Do Your Part to Help Beat Cancer! Join the Be Frank: Youth Programme

KUALA LUMPUR, [28 August 2013] – Cancer Research Initiatives Foundation (CARIF) is launching the “Be Frank: Youth Programme” on 30th August 2013 for youths aged 18-25. CARIF will be recruiting college and university students in the Klang Valley to be “Cancer Champs” who will raise cancer awareness, the importance of early detection and screening as well as promote a healthy lifestyle among students. CARIF believes that inculcating the knowledge and change in the younger generation is an effective approach beating cancer.

As effective advocacy is crucial in a cancer awareness campaign, the Be Frank: Youth Programme begins with advocacy training by Jack Sim, the founder of the Restroom Association of Singapore and World Toilet Organization, who is involved in numerous sustainable sanitation efforts all over the world. He will play a part in inspiring youth to be advocates for this programme.

This will be followed by the Be Frank: Youth Challenge where “Cancer Champs” in teams of 5 would have the opportunity to design their own cancer awareness campaign through a video, poster or game. The challenge will take place for the entire month of October, giving the “Cancer Champs” time to persuade their fellow students to either watch the video or view the posters which will be posted on Be Frank Facebook page. The team with the most innovative, impactful and creative campaign will receive attractive prizes! There will be three grand prizes up for grabs; RM 2,000 cash for the first prize winner, RM 1,500 cash for second place and RM 1,000 for third place.

Date	Time	Venue
30 th August 2013	9am – 12.30pm	Function Room, Ground Floor @ Sime Darby Medical Centre, Subang Jaya
	2pm – 5.30pm	Audi 7, 2 nd Floor, South Building @ Sunway University College, Subang Jaya

“We acknowledge that laboratory based research is only half of the picture and that we can improve cancer patients’ survival rate by improving public cancer literacy. Hence, with the funds from the Berjaya Cares Foundation, CARIF has rolled out the “Be Frank” cancer awareness outreach programmes. We urge all students to join CARIF to be “Cancer Champs” and to make a positive difference to the health of people around you. Remember that we can beat cancer together,” said Professor Dr Teo Soo Hwang, Chief Executive of CARIF.

For more information about the Be Frank: Youth Programme, do visit www.BeFrank.com.my or call 603-5639 1874. Admission for the advocacy training is free.

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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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