

PRESS RELEASE

Fundraising Luncheon for One-Stop Breast Cancer Centre in Klang

KUALA LUMPUR, [10 OCTOBER 2015] – When the players at the Sime Darby LPGA Malaysia 2015 took the fairways dressed in pink, Cancer Research Malaysia hosted a Pink Saturday Ladies Fundraising Lunch at Qureshi Restaurant in Kuala Lumpur Golf and Country Club to raise funds for its Pink Ribbon Clinic at the Hospital Tengku Ampuan Rahimah in Klang.

A total of RM 40,800 was raised through ticket sales for the luncheon and lucky draw raffles to further fund the Pink Ribbon Clinic, a one-stop centre for breast cancer which was set-up by Cancer Research Malaysia early this year to support low-income breast cancer patients by helping them remove barriers to ensure completion of treatment.

Speaking on the impact that Cancer Research Malaysia is having in the battle against breast cancer in Malaysia, Chief Executive of Cancer Research Malaysia's Professor Dr Teo Soo Hwang said: "Our aim of setting up a patient navigation program through the Pink Ribbon Clinic is to ensure that there is earlier detection and more complete treatment, to reduce the treatment default rate from 8% to 4% so that patient survival can increase from 50% to 80%. Through removing the financial, logistical and cultural barriers that exist to proper treatment, we are pleased to say that our current default rate now stands at 2%. However, this is still not enough. Very few Malaysian women are breast aware and even fewer get regular mammogram screenings. We still see many Malaysian women get treatment late and the average size (of the tumour) is the size of a fist."

Guests like Her Excellency Victoria Treadell, Datin Yvette Kang, Datin Joanna Low and Datin Susan Lai enjoyed the scrumptious North Indian spread that was fit for a maharani and the accompanying live Indian classical music by The Pandavas Fusion Band. Guests also got crafty where they strung together a special Bowerhaus bracelet with a personal note for patients at the clinic in hopes of providing them with message of strength to go through with their treatments.

Guest of honour, Yayasan Sime Darby chairman Tun Musa Hitam highlighted: "It is really nice seeing how engaged some of our male guests are threading these bracelets. This is such a powerful image because the support from men matter the most for women in their lives when it comes to cancer."

The lunch also celebrated the recent rebranding of Cancer Research Malaysia from Cancer Research Initiatives Foundation (CARIF) with the introduction of its chic new logo that features an inverted letter 'C' to represent its efforts in reversing cancer.

The LPGA players continue to be strong advocated for breast cancer, with German professional golfer Sandra Gal, swinging by after her game to lend her support to the cause.

The event ended on a high note when emcee, former Miss Malaysia Universe, Dato' Yasmin Yusoff announced the winner for the main prize of the lucky draw - a 3day/2 night stay in a private villa at the

famed Amanpuri Resorts in Phuket was won by Karen Mae Narian.

The Pink Saturday Ladies Fundraising Lunch was made possible through sponsors such as Qureshi Restaurant, Sime Darby LPGA, Amanpuri Resorts, Bowerhaus, The Big Group, Be Urban Wellness, La Mer, Zoo, Bobbi Brown, Lash Lab and Magnum.

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About Cancer Research Malaysia

Cancer Research Malaysia (formerly known as Cancer Research Initiatives Foundation) is the first independent cancer research organisation 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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