

## **FOR IMMEDIATE RELEASE**

**Date: [Insert Date]**

### **The Exchange 106 @ TRX to Illuminate for World Cancer Day 2026**

Kuala Lumpur, Malaysia – 4 February 2026 – Malaysia will mark a historic milestone as The Exchange 106 @ TRX lights up in orange and blue for World Cancer Day 2026. We stand in solidarity with TRX in the global illumination movement - a collective gesture from cities around the world to raise awareness, spark conversations, and honour everyone affected by cancer.

The nation's first and only independent, non-profit cancer research organisation dedicated to improving cancer outcomes for Asians. Founded in 2000, CRMY celebrates its 26th anniversary in 2026, marking more than two decades of advancing research shaped by regional genetics, lifestyles, and healthcare needs — spanning breast, ovarian, colorectal, oral, nasopharyngeal, lung, and hereditary cancers.

### **CRMY's Research Impact**

CRMY's work bridges breakthrough science and real-world impact, including:

- Asia's most comprehensive breast cancer genetic studies
- MeMoSA®, an AI-powered mobile app designed to support early detection of oral cancer
- NORA (Navigation, Outreach & Resource Access), Malaysia's first patient navigation programme supporting low-income (B40) communities
- A made-in-Malaysia cancer vaccine now advancing towards clinical trials
- ARiCa® (Asian Risk Calculator), a tool that helps predict breast cancer risk in Asian women more accurately than Western-based models

Lighting up The Exchange 106 @ TRX is more than a symbolic gesture. It is a national call to action — a reminder that early detection saves lives, that awareness reduces stigma, and that equitable cancer care is a shared responsibility.

## Quotes

*"Illuminating The Exchange 106 @ TRX is more than a symbol — it represents our collective responsibility to build a future where fewer Malaysians lose their lives to cancer. Awareness leads to early detection, and early detection saves lives. As we stand with the world this World Cancer Day, we are reminded that progress is possible when communities, researchers, and policymakers move together,"* said Andy Khoo, Chief Executive Officer of CRMY.

*"By advancing studies that reflect Malaysian and Asian populations, we can develop better tools for prevention, early detection, and treatment — tools that save more lives because they are designed for the people who need them,"* said Professor Dr Cheong Sok Ching, Chief Scientific Officer of CRMY.

"We know the struggle cancer brings and the strength it demands. This World Cancer Day, Exchange 106 lights up in solidarity, honouring those who fight, those we remember and the families who stand beside them," said Patrick Honan, Chief Operating Officer of Exchange 106.

The illumination is made possible through collaboration with the custodians of The Exchange 106 @ TRX, who expressed their support for this meaningful initiative.

*"We are honoured that The Exchange 106 @ TRX can play a role in this global moment. As a symbol of our city, we hope this illumination inspires Malaysians to learn more about cancer prevention, early detection and treatment, and to stand in solidarity with those affected,"* said [Name, Title, Organisation].

From the CN Tower in Toronto to the Jet d'Eau in Geneva, landmark illuminations have become powerful reminders that cancer affects every community. By joining this global moment, Malaysia signals its commitment to raising awareness, fighting stigma, and strengthening conversations that save lives.

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## About Cancer Research Malaysia (CRMY)

Founded in 2000, Cancer Research Malaysia (CRMY) is the nation's first and only independent, non-profit cancer research organisation dedicated to improving cancer outcomes for Asians. For 26 years, CRMY has delivered cutting-edge research and community solutions that reflect the unique genetics, lifestyles, and healthcare needs across Asia, funded entirely by donations and research grants.

CRMY leads pioneering programmes in breast, oral, nasopharyngeal, lung, and hereditary cancers. Its breakthroughs include Asia's most comprehensive breast cancer genomic studies, a made-in-Malaysia cancer vaccine now advancing towards clinical trials, and MeMoSA®, an AI-enabled mobile app for early oral cancer detection, particularly for underserved low-income (B40) communities.

Beyond laboratories, CRMY champions real-world impact through Malaysia's first patient navigation programme known as NORA (Navigation, Outreach & Resource Access), improving treatment access and survival for underserved low-income (B40) communities nationwide. CRMY has also mainstreamed genetic testing and counselling in Malaysia, enabling prevention and early detection for hereditary cancers.

As it marks 26 years, CRMY remains committed to advancing equitable, impactful cancer innovations for Malaysia and Asia.

Learn more or donate at [www.cancerresearch.my](http://www.cancerresearch.my)

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