



JOINT PRESS RELEASE

25 November 2010

FOR IMMEDIATE RELEASE:

A Special Collaboration to Extend Breast Cancer Awareness

Breast Cancer Foundation, KK Women's and Children's Hospital and Science Centre Singapore set up exhibition on the disease

1. In a unique collaboration to bring about greater awareness of breast cancer to the general public, the Breast Cancer Foundation (BCF) and KK Women's and Children's Hospital (KKH), together with Science Centre Singapore (SCS), have set up an interactive exhibition on Breast Cancer.
2. The exhibition delivers a holistic experience through a creative mix of audio, visual and sensory displays of real-life images, specimens and equipment. Visitors can learn about the science of breast cancer, common misconceptions and types of cancer treatments available as well as medical advancements that have been made. Stories from cancer survivors are also highlighted at the exhibition.
3. On display at the centre for a year till 8 October 2011, the Breast Cancer Exhibition is part of a larger effort to extend awareness of the disease beyond the Breast Cancer Awareness Month in October each year.
4. The month of October is celebrated each year as Breast Cancer Awareness Month. Engaging women and their families through events, talks and promotional efforts over the years has helped raise awareness about the need for regular mammogram screening and how early detection can save lives and breasts. However, every year, over 1400 women are diagnosed with the disease, and more than 320 women still lose their lives to it¹.
5. A National Health Surveillance Survey in 2007 revealed that 83.2% of women aged between 50 and 69 years were aware of mammography, but only 40.9% of women in that age group have had a mammogram in the preceding two years.
6. Breast cancer is a cancer that has a definite early or pre-invasive stage better known as Ductal Carcinoma In-Situ or DCIS. It commonly shows as abnormal changes on screening mammograms with no palpable lump or symptoms clinically. If diagnosed

¹ Singapore Cancer Registry Interim Report 2004-2008

at this stage, near 100% cure rates may be achieved and chemotherapy is not needed as part of the treatment, according to Dr Hong Ga Sze, Senior Consultant and Head, KK Breast Department, KKH.

7. "KK Breast Centre at KKH sees around 300 new cases of breast cancer every year. Even with awareness of the disease and the need for early detection, it is unfortunate that so many women still show up so late with their cancers. We hope that this special exhibition on Breast Cancer will further increase awareness to a larger portion of the Singapore population," added Dr Hong.
8. "Breast cancer is not just a woman's issue. All members of society, including men, can play a pivotal role by spreading the early detection message. The Breast Cancer Exhibition at the Science Centre, the first of its kind to be held in Singapore, will further reinforce BCF efforts to educate and encourage more women to go for screening at the recommended frequency. BCF's objective is to eradicate breast cancer as a life-threatening disease through early detection," said Mrs Noor Quek, BCF Vice-President.
9. "Every year, many healthcare and government agencies organize forums and events to increase awareness of this disease, to raise funds for cancer research and remind women to be breast aware for early detection, but it is never enough. I am glad that Science Centre has stepped up to play a role in this national effort by staging an exhibition on Breast Cancer. This exhibition is symbolic of the fact that education, awareness, and research into such diseases should be a constant thing," said Associate Professor Lim Tit Meng, Chief Executive, SCS.
10. In conjunction with the exhibition, events and activities such as public talks, movie screening and onsite mammogram screening are also planned throughout the period. Kicking off the series of activities will be a talk and healthy cooking demonstration session by local celebrity chef, Devagi Sanmugam, at the Science Centre on 11 December 2010. Please see the attached programme (Appendix A) for more details.

Note to the Editor :

You are cordially invited to visit the exhibition on **Wednesday, 1 December at 2.00pm**. Please RSVP to the following contact: Ms Ichha Oberoi at 63942016 or Media@kkh.com.sg, if you would like to depute a colleague to review the exhibition.

- End -

About Breast Cancer Foundation

Breast Cancer Foundation (BCF) is a non-profit organisation set up in 1997 with a mission: **To Eradicate Breast Cancer as a Life-threatening Disease**. Early detection and treatment

of breast cancer is likely to carry a better prognosis and increases the chance of survival before the disease becomes life threatening. For this reason, BCF has been playing a strategic role to educate and empower women with the tools for early detection. Knowing the facts and symptoms associated with the condition, regular breast self-examinations and going for regular mammogram screening are the steps women can take to be in control of their breast health. In addition, BCF has Support Programmes that are designed to provide emotional support for patients as they undergo treatments, inspire survivors to regain their confidence, engage affected family members to help their loved ones enhance their quality of life and raise awareness to those not yet inflicted with the illness. (www.bcf.org.sg)

About KK Women's and Children's Hospital:

KK Women's and Children's Hospital has evolved, since its founding in 1858, into a regional leader in Obstetrics, Gynaecology, Paediatrics and Neonatology. Today, the 830-bed hospital is a referral centre providing tertiary services to handle high-risk conditions in women and children. More than 400 specialists adopt a multi-disciplinary and holistic approach to treatment, harnessing latest innovations and technology for the best medical care possible. As an academic healthcare institution, the Hospital has adopted a culture of innovation as it strives for world-class clinical leadership. (www.kkh.com.sg)

KK Breast Center is a one-stop centre dedicated to breast health, enabling women to have their digital mammography, breast ultrasonography, surgical consultation, minimally invasive biopsies and procedures all under one roof, and with quick turnaround time. The centre is managed by a multi-disciplinary team of breast surgeons, radiologists, reconstructive surgeons, medical and radiation oncologists together with pathologists, physiotherapists, medical social workers and breast care nurses. The centre also manages **KK Alpine Blossoms**, a breast cancer support group led by medical professionals and open to all breast cancer patients.

About Science Centre Singapore

The Science Centre Singapore is a non-formal educational institution dedicated to the promotion of science and technology among students and members of the public. As a leading Science Centre in the region, the Science Centre Singapore has twelve exhibition galleries with more than 1,000 exhibits, and another 18,000 sq metres of outdoor space showcasing the Waterworks, Ecogarden and the Kinetic Garden exhibits. The Centre also houses the Omni-Theatre — Singapore's only dome-shaped, 5-storey high theatre with a capacity of 276 seats. The Science Centre, with Omni-Theatre and Snow City, received more than 1.55 million visitors for FY2009/2010. For more information, please visit www.science.edu.sg

For more information, please contact:

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APPENDIX A

Keeping Abreast of Breast Cancer @ Science Centre Singapore

Date: 11 December 2010, Saturday

Time: 2.00pm – 5.00pm

Admission charges:

- Non-members: Science Centre Admission charges apply
- Members: Free

Join us for an afternoon of learning, chitchat, and cooking!

In conjunction with the Breast Cancer exhibition at Science Centre Singapore, the Centre, with the generous support from Breast Cancer Foundation and KK Women's and Children's Hospital, is organizing a talk-cum-cooking-demo session to raise greater awareness of breast cancer, and to promote a healthier lifestyle through a balanced diet.

Learn from the Experts (Talks)

Venue: Maxwell Auditorium

Time: 2.00pm – 3.00pm

Are you at risk of breast cancer? Find out more from our medical experts on the risk factors that contribute to breast cancer and the treatment options currently available. Have a burning question about breast cancer? Join in the discussion with our experts and a panel of breast cancer survivors during the post-talk Q&A session.

1) What has breast cancer got to do with me? - 10 Things you need to know

Speaker: Dr Esther Chuwa, KK Breast Centre, KK Women's and Children's Hospital

2) Breast Cancer Treatment – Surgery & Radiation

Speaker: Dr Anthony Tang, Associate Consultant, National University Cancer Institute

3) Panel Discussion with Breast Cancer Survivors

4) Q&A session

Healthy Cooking for a Healthier You

Cooking demo by celebrity chef Devagi Sanmugam

Venue: Kitchen Lab

Time: 3.30pm – 5.00pm

Registration:

Due to space constraints, pre-registration is required for the cooking class. (Max 40 pax)

Email: ex_admin@science.edu.sg to register (first-come-first serve basis)

Learn how to cook simple recipes that are healthy yet delicious at the same time! Adopting a healthy diet can help reduce your risk of certain cancers, including breast cancer, and to prevent lifestyle diseases such as hypertension and heart disease.