



# Breast Cancer Foundation

[www.breastcancerfoundation.org.my](http://www.breastcancerfoundation.org.my)

  @breastcancerfoundationmalaysia



## **TAKING CHARGE OF LIFE**

*Vivian C,  
Breast Cancer  
Warrior*

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## CEO'S NOTE



Hello Everyone! It's wonderful to welcome the new year and Breast Cancer Foundation's 1st magazine for 2020. Best wishes from me and thanks to my team, volunteers, supporters and donors, for all your hard work and support last year.

Throughout 2019, several exhilarating events such as the 1st hands-on Cook with Pride at Pusat Kreatif Kanak-

kanak in TTDI, chocolate workshop with Harriston Chocolates, a tour of Kuala Lumpur with the Hop on Hop off KL, swimming lessons with MySwim in Bangsar and working with over 50 collaborators during Pink October which the team managed to engage to provide better services for the breast cancer community.

October was a very hectic month but the support and dedication towards the cause plus the extra hours put in to ensure a smooth flow of events was uplifting. It was truly heartwarming to witness generous and concerned members of the community pitching in with the kindness of their hearts. With the arrival of 2020, as we offer new adventures and projects, I hope this positive energy continues with a steady momentum. We plan to have a stronger presence in the community this year so stay tuned for the fun activities planned! Look out for our updates as we kick-off the year with the spring celebration of the Chinese New Year this month, World Cancer Day in February and the International Womens' Day in March.

Do show your support by following our IG, FB and subscribing to our weekly Newsletters and quarterly Magazines. We are eager to see what we can accomplish this year with your support. Happy 2020 everyone!

Warm regards,

Surayati Hamzah

## EDITOR'S NOTE



Happy 2020, everyone! Welcome to the first Breast Cancer Foundation magazine for 2020. We are at the starting point of an epic new year that promises new adventures and experiences throughout the year that will be a worthy sequel to the epic year we had in 2019.

We closed the final quarter of 2019 with a grand flourish, achieving a record-breaking number of collaborations in October and pushing boundaries to how we achieve fitness and health through our programmes..

We've received tremendous support from fitness centres last Pink October, treating our breast cancer warriors and supporters to Aerial Yoga , Zumba (*see page 16*), fun run (*page 11*) and Body Pump workouts (*page 7*). We then followed suit by organising our very first swimming class in November and even had a fun energy-charged laser battle to wrap up the year's fitness activities (*pages 8&9*).

Year end glitz and glamour came in the form of exquisite designer pink ribbons (*see page 10*), delectable treats (*see page 13*), exceptional luxury timepieces (*page 14*) and an empowering fashion show (*page 26*) with our breast cancer warrior runway models. These activities not only helped spread awareness on breast cancer, but also raised funds for breast cancer warriors in need.

What a massive year we've had! We are humbled by all the support received last year and hope to continue lasting relationships with everyone. We can't wait to reveal what we have in store for you this year, so stay tuned to our social media platforms and website for the next awesome activity, and come join in the fun!

Love,

Hanani

## OUR TEAM

**Chairman** Puan Sri Dato' Azrene Abdullah

**CEO** Surayati Hamzah

**Operations** Herrie Muhmad

**Media & Communications** Nurhanani Mohd Nor

**Programmes** Suganthi Murugarpillai

**Public Relations** Puteri Karima Khaled El Sherief

**Social Media** Deborah Van Oosterhout

**Panel Doctors** Dato' Dr Mohamed Ibrahim, Prof. Dr. Mohd Nahar Azmi, Dr. Safiza Mohamad Nor & Prof. Dr. See Mee Hoong

**Make-Up (Cover)** KISS Mineral

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# CHAIR'S MESSAGE



## **From the Desk of Puan Sri Dato' Azrene Abdullah**

I can't believe another year has just flown by. Year 2020 is a big milestone for us at the Breast Cancer Foundation. We will be celebrating our 15th year anniversary on the 31st July 2020. It has indeed been an amazing journey for both me personally and for BCF.

We are very blessed at the foundation where on top of giving financial support to our breast cancer patients and rolling out our own workshops, we have had the privilege of having collaborations with other organizations and community that support breast cancer causes. I'm very proud to say that we had the highest number in our history of collaborations in 2019.

Here we are, at the very beginning of an epic new year, the future seem promising as ever. With a strong, dedicated team and great support from all of you, I know the year 2020 will be a year filled with many great things to come.

I wish all of you an incredible 2020 and please come be a part of our exciting journey ahead!

Love,

Puan Sri Dato' Azrene Abdullah

# COOK WITH PRIDE



## DEEPAVALI CUISINE

This quarter, our Cook With Pride programmes took on a festive twist. It began in November, where our cooking class doubled as a Deepavali celebration for our beloved survivors. Our guests arrived at the Breast Cancer Foundation premises bright and early

on 12 November, garbed in colourful outfits befitting the Bollywood Glam theme.

In true Deepavali fashion, our warriors quickly got down to designing and creating a beautiful Kolam Rangoli together, bringing vibrant colours and laughter to our humble headquarters. For the cooking session, we were blessed to have Chef Sargunan Naidu gracing our programme once again.

This time, Chef Sargunan taught us how to whip up heart-warming Deepavali dishes, namely Vegetable Kurma, Chettinad Chicken, Kashmiri Mutton & Rogan Josh.

Everyone thoroughly enjoyed learning these wonderful recipes and later sat down together to enjoy the authentic Deepavali dishes atop banana leaves. What a great day it was!

# COOK WITH PRIDE



## CHRISTMAS SPECIAL

Our December Cook With Pride programme had our premises all decked in red, white and green decor, twinkling fairy lights and snowflakes! On 17 December, everyone who attended this cooking class came in festive Christmas-themed outfits, complete

with Santa hats to celebrate the upcoming Christmas together with our team.

This time, one of our very own breast cancer warriors, Ms. Maria Fe was the Chef of the day, and she taught us how to whip up a traditional Christmas feast that included Chicken Cordon Bleu, Potato au Gratin, Christmas Garden Salad, Baked Fussili and a gorgeous Christmas Trifle.

We were amazed at how incredibly easy it was for us to prepare this extensive menu! We sat down to enjoy the decadent Christmas feast together. What a wonderful way to end the year, with good food, laughter and the company of beloved friends here at Breast Cancer Foundation.

# FIT WITH PRIDE



## PUMP EXTREME AND BODY BALANCE WITH ANYTIME FITNESS

For the month of October, Breast Cancer Foundation collaborated with our long-term collaborator, Anytime Fitness for our first Fit With Pride programme this quarter. For this collaboration project, our team helped spread awareness on breast cancer to the gym members of Anytime Fitness

Puchong on the 8th and 15th October in conjunction with Pink October.

For the Fit With Pride programme on 18 October, Anytime Fitness organised a special Pump Extreme and Body Balance workout for our breast cancer warriors and gym members, guided by their experienced trainers. This energetic workout session began at 9 am at their Puchong outlet.

# FIT WITH PRIDE



## SWIM CLASS WITH MYSWIM

We had a whole lot of splish splash fun for our November Fit With Pride programme!

In collaboration with MySwim, a team of professional swim coaches, we organised our first ever swimming class

for our breast cancer warriors at the Bangsar Sports Complex pools. 19 excited breast cancer warriors arrived at the pool all decked in swimming attire the morning of 30 November, ready to learn and have some fun in the water.

With guidance from experienced coaches Ms. Roseliza, Mr. Shauqie and Ms. Cheah from MySwim, our

warriors learned the right technique to swim and had a marvelous time together at the pool.

What a splashing way to kick-start the weekend!



# FIT WITH PRIDE



## LASER BATTLE

We closed 2019 with some heart-pumping action!

For our December Fit With Pride, we took our breast cancer warriors, volunteers and team members for a bit of indoor fun. On 28 December, we had our very first Laser Battle! Our group gathered at the Laser Battle Kuala Lumpur in Berjaya Times Square for an exciting cat-and-mouse game that involved taking each other out using infrared laser beams.

Though this game is played indoors, we had quite the workout running and dodging laser beams that day. Most of all, we had plenty of laughs and an awesome time. What an awesome way to close an amazing year!

# PINK OCTOBER HIGHLIGHTS



## HARPER'S BAZAAR PINK PROJECT 2019

The Harper's BAZAAR Pink Project 2019 marks our third year collaborating with the media giant, and we are thrilled to be a part of this grand month-long campaign.

This year, 10 renowned Malaysian designers contributed beautifully designed pink ribbon merchandise to raise funds for the cause. These limited edition items were sold all throughout October at the Harper's BAZAAR Pink Pop-Up at Pavilion KL, where visitors are able to learn all about breast cancer from our team while they shop. On weekends, visitors are also able to get free clinical breast examinations

by nurses right there at the store!

The highlight of the project is the fundraising Pink Partea held at Laduree Pavilion KL on the 1st and 31st of October. Guests arrived clad in chic pink and designer pink ribbons in support of the cause to enjoy Laduree's delectable hi-tea treats. This year's project helped raise a grand RM69,580 in aid of all breast cancer warriors in need.

# PINK OCTOBER HIGHLIGHTS



## ZALORA WMNS DVSN SHAKE OUT

We collaborated with online fashion giant, ZALORA to organise a great fundraising Fun Run called the ZALORA WMNS DVSN Shake Out on 13 October. This fun run was not just an

empowering physical workout to encourage healthy living, but was also to launch ZALORAFit's new fitness line as well as our collaborative partner, the Brand New Waves Running Club's female sub-division.

This unique run not only includes a 5km run around the Desa ParkCity's Central Park, but also interval HIIT workout to give the run that added edge. A total of 200 participants took

part in this fun run and gave immense care and support to our breast cancer warriors who took part in this heart-pumping programme.

Our beloved warrior, Susie Rajoo closed the event with a short sharing session and inspired these fun-loving runners by proving that age is just a number and you can achieve anything you set your mind to!

# PINK OCTOBER HIGHLIGHTS



## PASAR SELOKA

One of the first few collaborative programmes we had this Pinktober was with the inspiring young people behind Pasar Seloka. A bazaar that features artisanal crafts, merchandise and scrumptious food, this popular

bazaar attracts visitors in droves.

Breast Cancer Foundation was invited to set up an awareness booth to spread awareness on breast cancer, and collaborating with fellow Pasar Seloka participant and long-time supporter, The Hashtag Sri Hartamas, we helped organise a little empow-

erment session of makeup and hijab styling for our survivors, Roslina and Hamiseh.

These amazing women then shared their breast cancer journey with the bazaar visitors and encouraged everyone to go for regular health check-ups.



## SIGNATURE MARKET

On 5 October, our team was invited to collaborate in a great breast cancer awareness campaign organised by Signature Market, a company offering health and wellness products that ranges from organic to vegan product choices to the public.

Signature Market's Pink October breast cancer awareness campaign was held at Slate @The Row an event space in Kuala Lumpur. Our team set up an awareness booth at the event to help raise awareness on breast cancer and educate the event participants on how to perform Breast Self Examination.

Our breast cancer warriors were also invited to participate in this wonder-

ful event, and had a marvelous time at the wonderfully festive pink event.

It was a great programme filled with empowering knowledge on health and healthy living.

# PINK OCTOBER HIGHLIGHTS



## ARMADA HOTEL

In conjunction with Pink October, our collaborator Armada Hotel Petaling Jaya developed a selection of pink-themed food and beverage Afternoon Hi-Tea at their restaurant, Utara every Sunday in October in an effort to raise awareness on breast cancer. The

vast array of delicious pink coloured culinary offerings were also complimented with an extensive selection of healthy vegan dishes to promote healthy diet and cancer prevention.

Aptly named Pinktober Afternoon Chari-Tea, guests get to enjoy these amazing culinary delights for a good cause as 10% of their total bill is con-

tributed to the Foundation. To support Armada Hotel's campaign, our team set up an awareness booth on 6 October to educate guests on how to perform breast self examinations and early prevention. This great campaign was also in partnership with Kuvings Malaysia who provided free health checks during the Hi-Tea.



## BEST WESTERN PETALING JAYA

Best Western Petaling Jaya came up with a special fundraising campaign called the Pink Hi Tea to celebrate the breast cancer awareness month in style.

A vast array of delicious culinary offerings and decadent pink-hued sweet treats adorned the Best Western PJ's Kembali Kitchen, ranging from local to international cuisines to appeal to all palates.

Held on the 6th, 13th, 20th and 27th October, 10% of proceeds from this special afternoon hi tea is contributed to Breast Cancer Foundation.

To support the Pink Hi Tea campaign, our team set up an awareness booth at the lobby of Best Western PJ to help educate hotel guests about breast cancer and early detection. We also raised funds from merchandise sales.

# PINK OCTOBER HIGHLIGHTS



## TAG HEUER PINK OCTOBER CAMPAIGN

All throughout October, Tag Heuer Malaysia organised a wonderful fundraising campaign in support of breast cancer awareness and patients at their esteemed boutiques. 2% of every purchase in October was pledged to Breast Cancer Foundation in aid of patients in need.

Their boutiques in The Gardens, Queensbay Penang and KLCC organised a special event to promote this campaign to their customers on 7th, 12th and 17th October respectively, and our team was invited to set up an awareness booth to help raise awareness on breast cancer. This great campaign has helped raise over RM24,413.18 for the Breast Cancer Foundation Patient Fund.

# PINK OCTOBER HIGHLIGHTS



## PINK POWER by CO-LABS

On 19 October, Co-Labs Coworking, hosted a day out at their space in Naza Tower Platinum Park to honour breast cancer warriors, survivors and

fighters in conjunction with Pink October. The Breast Cancer Foundation team were invited to collaborate on this project to help raise awareness on breast cancer to the participants.

Some of the activities included a pottery workshop, an empowerment talk titled 'Real Women Talk' with es-

teemed speakers such as singer and songwriter, Rozella Marie, female empowerment advocate, Low Ngai Yuen, breast cancer warrior, Hiba Abd Rahman and wellness entrepreneur Elyn Pow and a networking dim sum brunch. What an empowering day it was!



## MAFA ROSE BOWL 2019

The Malaysian American Football Association (MAFA) invited Breast Cancer Foundation to be part of their fundraising all-female Flag Football tournament dubbed the Rose Bowl 2019. This event is aimed to expand the sport amongst Malaysian women

and to encourage women to engage in athletic activities strengthen sisterhood and improve health.

Held at the rooftop field, Padang in 1 Utama, over 100 people attended the event, with a total of 6 teams from Malaysia, Philippines and Thailand taking part in this international tournament. Our team set up a booth to help raise awareness on breast cancer, educate the public on how to conduct

Breast Self Examinations and raise funds through merchandise sales. MAFA also helped raise funds for our cause by selling raffle tickets with awesome prizes.

It was such a great event charged with amazing positive energy from these inspiring female athletes and the energetic cheers from their team and fans!

# PINK OCTOBER HIGHLIGHTS



## AERIAL YOGA WITH ASTUDIO YOGA

AStudioYoga, is a fitness studio that specialises in Aerial Yoga, a hybrid

type of yoga that combines traditional yoga poses, Pilates, and dance with the use of a hammock.

The studio organised two special classes for our breast cancer warriors to learn and benefit from the graceful and relaxing moves of Aerial Yoga. The classes were held on 24th and

31st October at their venue in Kampung Pasir, Kuala Lumpur.

Our warriors had a wonderful time learning new ways to achieve health through yoga!



## RFC FITNESS PINK OCTOBER CAMPAIGN

RFC Fitness, a modern fitness centre in KL Eco City Mall invited us to collaborate in their month-long Pink October campaign. The fitness centre helped raise funds for Breast Can-

cer Foundation by encouraging their members to donate to show their support for the cause. To raise awareness, RFC Fitness ran a weekly Pink Wednesday where they encourage their members to wear pink in support of Pink October.

On 29 October, RFC Fitness organised a special fitness dance class called RFC Dance Off for our breast cancer warriors. A total of 17 breast

cancer warriors and supporters participated in this class and had a marvellous time dancing to the moves lead by the zumba instructor.



Did you know that you can make  
monthly donations to Breast Cancer Foundation?



Your donations will help change the lives  
of breast cancer patients under the  
Breast Cancer Foundation Patient Fund.



**CHANGE LIVES. SCAN TO DONATE.**

Or visit our website at  
[www.breastcancerfoundation.org.my/donate](http://www.breastcancerfoundation.org.my/donate)

# PINK OCTOBER HIGHLIGHTS



## CAMEL SCARVES

Caramel Fashion Scarves, a home-grown luxe fashion scarves brand launched their grand flagship boutique at MyTown Shopping Centre on

21 October. In conjunction with Pink October, they partnered with prestigious NONA magazine and Breast Cancer Foundation to raise awareness on breast cancer and to launch their special Pink October fundraising campaign. Proceeds from their sale are pledged to our Foundation in aid of patients in need.

The star-studded event was kicked off with a grand ribbon-cutting ceremony to officiate the boutique by the brand founder, Datin Azila Caramella and YB Puan Masdiana Muhamad. The event also included a short awareness speech by our CEO, Puan Surayati and a sharing session by breast cancer warrior Dr. Siti Zainab.



## DELICIOUS COFFEE MASTERCLASS

On 27 October, our breast cancer warriors were treated to a special hands-on coffee masterclass courtesy of The Delicious Group. Held at Delicious restaurant in Bangsar Vil-

lage 2, our warriors were joined by local talents and personalities such as TV and radio hosts Azura, Papi Zak, Terry Ong and Jeremy Teo as well as actresses Ramona Zam Zam and Mynn Lee in their quest to learn the science behind every delicious cup of coffee and the art of pouring latte art by barista extraordinaire, Andy Chan.

Our team set up an awareness booth at the entrance of the restaurant and

helped educate the class participants and restaurant patrons on breast cancer and the importance of early detection.

The participants of the coffee masterclass also learned how to conduct breast self examinations while they awaited their turn to brew their own cup of coffee. What a fun and delicious afternoon it was!

# PINK OCTOBER HIGHLIGHTS



## FUNDRAISING NIGHT @ THE JOKE FACTORY

This year, The Joke Factory organised another great fundraising show in conjunction with Pink October. On

30 October, breast cancer warriors, volunteers and fun-loving guests arrived at The Joke Factory early to enjoy a special fundraising dinner and improv comedy show called Making S#it Up to de-stress and show their support for breast cancer warriors. The Joke Factory pledged proceeds from this fundraising night to our Foundation.

Hosted by funny man extraordinaire, Mr Harith Iskander, the comedy show was brought to life by comics Muzakir, Filzah Awok, Farid Azmeir and Anwar Hadi. These comics had the audience in stitches from their funny antics and impromptu one-liners.

What a great way to end an extremely busy and fruitful month!



## PINK POLO CHARITY DINNER PARTY

The Royal Selangor Polo Club is one of our most supportive collaborators who usually organises a wonderful all-female polo match called Pink Polo in conjunction with Pink October.

However, due to the unpredictable weather conditions that plagued our country in September and October, the Pink Polo Kuala Lumpur came up with a special charity dinner party in support of breast cancer awareness. Proceeds from this fundraising dinner is pledged to our Foundation as well as The Fugee School.

Held at Lucky Tora on Halloween, guests that included polo players,

polo fans and friends arrived dressed to the nines in pink-themed costumes to show their support for the cause. Datin Nurul from Pink Polo gave the opening speech, followed by our CEO, Puan Surayati and Ms. Deborah Henry from Fugee School.

Delicious Japanese culinary delights were served as everyone enjoyed the night together and helped raise funds by purchasing raffle tickets.

# PINK OCTOBER HIGHLIGHTS



## AMODA BUILDING & TRX SITE MANAGERMENTS

Pink October is a great time to educate about breast cancer and promote a healthy lifestyle to your team. Amoda Building Management and TRX Site Management are among those companies that care about their team's wellbeing and health. These companies engaged us to spread awareness around breast cancer and educate their team about early detection to their staff by setting up an awareness booth at their offices. They also helped raise funds for the Foundation by purchasing some of the merchandise we had on sale at the booths.



## KISS MINERAL KIOSK, MELAWATI MALL

Our long-term collaborator and advocate of safe makeup, KISS Mineral organised a special two day Pinktober campaign at their kiosk in Melawati Mall on 18th and 20th October. Our team helped share about breast cancer and encouraged visitors to do regular breast self examinations while promoting their high-quality products.



## HILTON KUALA LUMPUR

In conjunction with Pink October, Hilton KL organised a wellness event for their staff on 25 October 2019.

Our team was invited to set up an awareness booth to spread awareness on breast cancer and raise funds through merchandise sales.

# PINK OCTOBER HIGHLIGHTS



## UITM SUNGAI BULOH

Our team partnered with UITM Hospital Sungai Buloh in a series of breast cancer awareness campaigns that started from 21 September. The highlight of this series was the closing event held on 2 October at their campus's Faculty of Medicine Auditorium to celebrate Pink October 2019. Our team set up an awareness booth that also raised funds from merchandise sales.



## GLENEAGLES PENANG @ GURNEY PLAZA

Gleneagles Hospital Penang organised a great Pink October campaign at Gurney Plaza Penang on 13 October to spread awareness on breast cancer. Our team was invited to set up a booth to help educate the public on early detection and raise funds from merchandise sales.



## PANTAI HOSPITAL, KLANG

On 19 October, Pantai Hospital Klang invited our team to set up a booth at their event called Pink Week.

Our team helped spread awareness on breast cancer to the event participants and hospital visitors, taught them how to perform Breast Self Examinations and raised funds for the Breast Cancer Foundation Patient Fund via merchandise sales.



## HOSPITAL KUALA LUMPUR

In conjunction with Pink October, Hospital Kuala Lumpur invited our team to take part in a four day awareness campaign held at their SCACC building from 15 to 18 October. Our team helped spread awareness on breast cancer and educated the public on how to perform Breast Self Examinations.

# PINK OCTOBER HIGHLIGHTS



## AWARENESS TALK: DRB-HICOM

In conjunction with Pink October, DRB HICOM organised a breast cancer awareness talk for their team members on 30 October at their offices in Shah Alam. The Breast Cancer Awareness team was invited to conduct the talk and shared some valuable information about breast cancer to the participants.

Breast cancer warrior and keto guru, Ms Roslina Manaf shared her experience battling through cancer and inspired the audience with her wisdom and perseverance. It was a great knowledge sharing event.



## AWARENESS TALK: JLT SHARED INSURANCE BERHAD

On 24 October, JLT Shared Insurance Berhad engaged the Breast Cancer Foundation team to conduct a breast cancer awareness talk for their staff at their offices in Q Sentral, Kuala Lumpur. The participating staff listened intently as Dr Vinodh Krsna, the guest speaker for the day shared his knowledge on breast cancer, while our breast cancer warrior, Susie Rajoo shared her experience battling breast cancer.

Our team helped teach how to perform Breast Self Examinations at our awareness booth, and the good people at JLT Shared Insurance helped raise funds for our cause by purchasing merchandise to show their support.

# AWARENESS TALKS



## KUMPULAN FIMA BERHAD

On 8 November, Kumpulan Fima Berhad invited the Breast Cancer Foundation team to their offices in Bukit Damansara to conduct a breast cancer awareness talk for their staff. After a brief introduction to our Foundation, Dr Hazian Hamzah from Management & Science University shared some in-depth knowledge on breast cancer while breast cancer warrior, Citra Dewi shared her experience battling breast cancer to the 50 participants who took part in the awareness talk.

The staff of Kumpulan Fima Berhad then took the opportunity to go for a free Clinical Breast Examinations by invited staff nurses. It was a great awareness campaign with a wealth of knowledge to benefit the company's staff members.



## MARSH INSURANCE SDN BHD

Marsh Insurance Sdn Bhd organised a great breast cancer awareness talk for their staff members on 18 December 2019 at their offices in Q Sentral as part of their CSR programme. Our team helped give a brief introduction to our Foundation and spread awareness on breast cancer, while breast cancer warrior, Citra Dewi inspired the participants with her strength battling the disease.

Our team also set up an awareness booth where staff members were able to learn how to perform Breast Self Examinations and show their support by purchasing some of our great merchandise.

# AWARENESS TALKS



## GARDEN INTERNATIONAL SCHOOL

Our breast cancer awareness talks are not only meant for corporate companies, but schools, too! On 25 November, the Garden International School invited the Breast Cancer Foundation team to their campus in Bukit Kiara to help spread awareness on breast cancer to approximately 30 parents who took part in the talk.

Dr. D. Salgo, one of the parents in the school shared his knowledge on breast cancer with the audience and answered any questions they had on the topic. The parents then explored more on breast cancer at our awareness booth where they could learn how a breast lump feels like and how to perform breast self examinations.



# AWARENESS COLLABORATIONS



## MACAM-MACAM BAZAAR @ KTM WALKWAY

Kenlink Group invited the Breast Cancer Foundation team to set up a booth at their Macam Macam Bazaar held at the Pos Malaysia's KTM Walkway, Dayabumi Complex from 18 to 22 November 2019.

This fun bazaar attracted many visitors who came to check out the various booths available at the bazaar. Those who visited our booth learned all about breast cancer from our team and our volunteer and breast cancer warrior, Ms. Suguna shared her experience with the disease.

Visitors also learned how to perform Breast Self Examination and purchased our merchandise in support of our cause.



## MALAYSIA HEALTH & WELLNESS FAIR 2019

The Breast Cancer Foundation team was invited to set up a breast cancer awareness booth at the Malaysia Health & Wellness Fair 2019, organised by Sin Chew Corporation and Nanyang Press Holdings Berhad at the Starling Mall, Petaling Jaya.

This three day event was officiated by YB Dr. Lee Boon Chye, the Malaysian Deputy Minister of Health and attracted many members of the community.

Our team helped do our part in promoting healthy by spreading the knowledge on breast cancer to the public while teaching them the importance and methods of self examinations.

# AWARENESS COLLABORATIONS



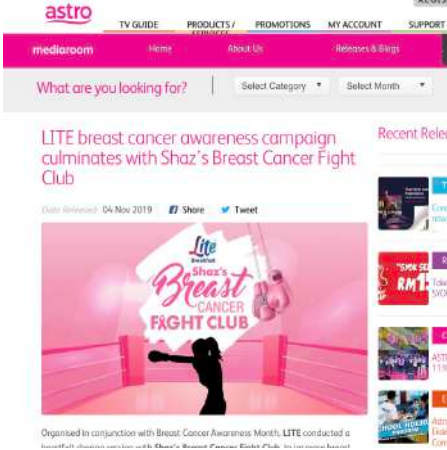
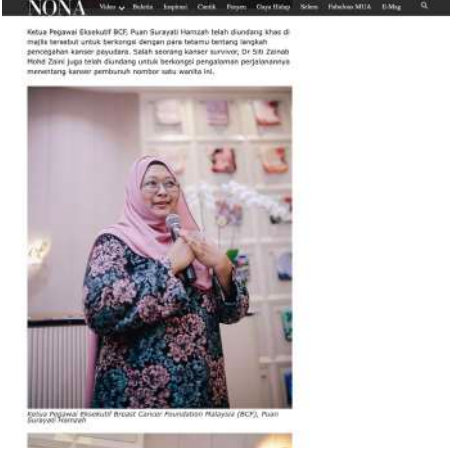
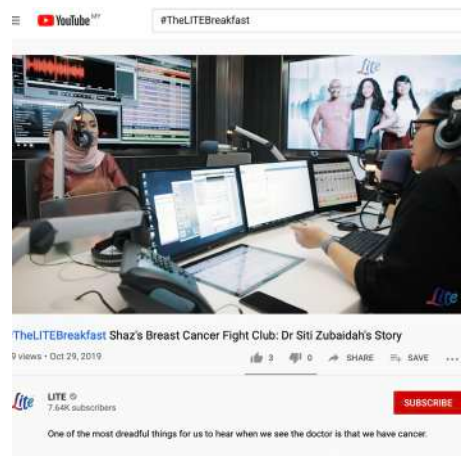
## RAINBOW RIBBONS FASHION SHOW @ BMS FEST

Breast Cancer Foundation was invited to collaborate with BMS Fest, an awesome event that showcases eve-

rything on wellness, mindfulness and healthy lifestyle. On 1st December, the vibrant Rainbow Ribbons Fashion Show led by fashion designer and entrepreneur, Che Puan Mimi Wahedah featured 10 of our amazing breast cancer warriors who sashayed down the runway dolled up by MAC Cosmetics and wearing the gorgeous modest wear of MW by Mimi Wahedah.

Their confidence on the runway and cheeky attitude wowed the crowd and really embodied the true meaning of "There is life after cancer". Many thanks to Che Puan Mimi Wahedah and her team for their help in preparing our warriors for the show, generous sponsors and the awesome team behind BMS Fest for their tremendous support. What an empowering day it was!

# IN THE MEDIA



## MEDIA COVERAGE

Our 2019 Pink October has been an amazing rollercoaster of events and projects with big names from various industries. Many of these events were featured in various mass media and online portals, and Breast Cancer Foundation is truly blessed that our

collaborative projects received the public attention they deserved.

Our media presence from October to December revolved around 5 major Pinktober projects; the Harper's BAZAAR Pink Project 2019, Zalora WMNS DVSN Shake Out, Armada PJ Afternoon Chari-Tea, Pasar Seloka and Caramel Fashion Scarves Pink October Campaign. On top of that, we

are honoured to be featured on LiteFM and Astro alongside our breast cancer warriors in Shaz's Breast Cancer Fight Club. Two of our biggest events this year, the AmorePacific Makeup Your Life and Harriston's DIY Chocolate Workshop was once again featured in our last quarter of 2019.

Thank you to all our amazing media partners for your support!

# FEARLESS JOURNEY

## TAKING CHARGE OF LIFE - Vivian C.

The big C... what an experience it was!

At the end of 2014, I found a tiny lump on my right breast highlighted it to the doctor during my yearly routine comprehensive medical check-up, and I was advised to do a mammogram every 6 months to monitor the situation. At the end of 2015, the results showed that the lump had grown 1.5 times bigger. The doctor ordered for an immediate biopsy but I postponed it to early Jan 2016 as I want adamant to carry on with my year end holiday plans.

When the biopsy results came back positive, I was diagnosed with breast cancer stage 2 and scheduled for immediate lumpectomy. The lump was only 1.4cm in size but as it has spread to my right arm lymph nodes, the cancer diagnosis quickly escalated to stage 3A. When my doctor called to give me the bad news, I didn't think much of it as at that time as I didn't have an inkling as to what cancer really was. I had no family history and no friends suffering from breast cancer so the severity of the situation didn't dawn on me immediately.

I went to three different oncologists to ensure I get consistent medical advice. The start of the next challenging quest is to decide if I should get my chemotherapy and radiotherapy treatments at a private or government hospital. My company could not foot the entire cost of chemo and radiotherapy that came to a whopping RM75,000 and I did not want to exhaust my own insurance. So, I opted to get treated at IKN. With my doctor's help, I began my treatments after only 2 weeks of waiting, beginning at the end of February and completed my chemotherapy by end of June. 25 sessions of radiotherapy followed and lasted till the end of August 2016.

**||**  
***Cancer didn't stop me from doing the things I loved.***  
**||**

I've always been very independent and have always faced life's hurdles the best I could despite my fears. I've always believed that things happen for a reason and believe all will turn out well in the end. I went through surgery, chemo and radiotherapy alone without informing my family as I did not want to worry them unnecessarily as I know I am perfectly able to manage it myself. However, there was no hiding the side effects of chemo, and they finally found out when I lost all my hair during treatment. On a positive note, showers became a much faster affair, and getting ready became such a breeze!

Going through cancer didn't stop me from doing the things I loved. I would continue life as usual, going back to work



the day after every chemo session and never taking MC throughout treatment. Though I experienced some discomfort and aches between the 4th and 6th chemo sessions, I continued my work from home and exercised regularly. I am blessed to have a very supportive boss, a few good friends and kind neighbors who occasionally drop by to check on me and bring me food. Luckily I was able to keep my strength up and my appetite didn't suffer throughout the treatment so I was able to go on my day as per normal and enjoyed any food I desired. To celebrate the end of my treatments in August, I jumped right back to my gym routine, and even conquered 2 mountains in China in October 2016!

To this day, I never think of cancer as a death sentence. I take it as a challenge in life. My cancer journey has made me realise that health should never be taken for granted. Be mindful of our food intake, slow down, smell the roses, be positive, take charge of your life and never let other people influence your decisions.

For those battling breast cancer today, my advice is to just go with the flow and get the appropriate treatments. To everyone else, please do regular check ups and be conscious of your body and its changes. Get yourself informed. There are many NGOs like Breast Cancer Foundation out there that provide knowledge, support and advice to help you through it. Many thanks to all the amazing people behind all these NGOs and support groups for continuing their quest to creating cancer awareness through countless activities and talks. I would like to express a big Thank You to Breast Cancer Foundation, for doing such a fabulously noble job! Keep it going!

# HOT NEW MERCHANDISE



RM 10 - RM 45



RM 10



NEW!

We're featuring all things pink in this edition, and our hot-selling pink merchandise takes centerstage in this edition. Last October, our official Pink Ribbon Brooch went flying off the shelves, with various corporate bodies purchasing these diamante-embellished pins for their staff and friends to show their support for the cause. These fashion statement pieces goes with formal and casual attire, and suits every occasion.

We also launched our brand new Polo Shirts this quarter! These super

comfortable collared shirts will make you the center of attention, with its bright pink shade, snazzy stripes and bold statement of support for our cause adorned proudly on the back. Made perfect for our country's warm climate, the Breast Cancer Foundation Polo Shirt comes in both short and long sleeves, to cater to everyone's syle of choice.

In this brand new year, you will be able to purchase the amazing products by our long-term partner, KISS Mineral from us! These amazing

pure mineral make up is not only cruelty free, but also vegan friendly and made of only 100% natural ingredients. Look out for their official appearance on our Shopee store and try them out when you visit us!

Remember that by purchasing these great products, you are supporting our cause and aiding the needs of breast cancer patients who are in need of financial assistance. So do your bit for charity and shop with Breast Cancer Foundation!

# PATIENT FUND & VISITATIONS



## PATIENT VISITATIONS & BREAST CANCER PATIENT FUND RECIPIENTS

This quarter, Breast Cancer Foundation visited many breast cancer patients to give them moral and financial support as that they continue their battle with cancer. One of the warriors we visited are under our Breast Cancer Patient Fund and is currently undergoing treatment, while others have just been diagnosed and are under hospital care.

Among these warriors, we visited Ms. Samudra Devi, one of our warriors under our Breast Cancer Foundation Patient Fund who is currently undergoing chemotherapy. We visited her at her home in Puchong. Ms. Samudra is coping well with her treatments and is being taken care of well by her daughter and kind neighbours.

Pn. Rumaya is a newly diagnosed breast cancer patient currently living with her son's family in Desa Tun Razak

who has applied for financial aid to help pay for her cancer treatments. Our team member Karima visited her to see how she was coping with the disease and how we can help.

In December, our team visited the breast cancer patients in Hospital Selayang to see how they are doing with their treatments. Among those we visited were Ms. Tey Su She, Ms. Zaiton Ahmad & Ms. Norhabesiah, three women who have just undergone surgery and is in recovery. We introduced them to Breast Cancer Foundation and gave them some information about what we do and about our Breast Cancer Foundation Patient Fund, should they require any financial assistance in their treatment journey.

**Do you need or know of anyone who requires financial assistance for breast cancer treatment? At Breast Cancer Foundation, we are committed to helping as many people as possible through those financial struggles with our Breast Cancer Foundation Patient Fund. Call us at +60 3 7960 0366 to find out more.**

# THANK YOU FOR A GREAT 2019!





## Breast Cancer Foundation

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