

MEDIA RELEASE

Embargoed till 12 February, 7pm

Singapore Cancer Society Launches First Ever Cancer Film Series – ‘I Do’

- *Cancer patients and survivors, along with caregivers and medical professionals featured in the 5-episode film series*
- *Aims to provide the public a glimpse into the realities of living and loving someone with cancer*
- *Created and produced by veteran filmmaker Daniel Yun*

Singapore, 27 February 2019: This Valentine’s Day, Singapore Cancer Society (SCS) will be releasing Singapore’s definitive film series on cancer. It features real people who have faced up to cancer, interwoven in a love story through a 5-episode film series.

Created and produced by veteran filmmaker Daniel Yun, the film series “I Do” features personal trials and triumphs through interviews that are part of the cancer journey.

SCS embarked on the film series to normalise the stigma of cancer, and show the fight against cancer need not be alone. The launch of the film series leads up to Valentine’s Day, as a tie-in to the theme of love in the narrative.

Daniel was motivated to develop the film with SCS due to his own personal experience when his mother was diagnosed with throat cancer. “It was the first time our family encountered cancer and we had no prior knowledge about chemotherapy, radiotherapy, etc. I realised that until someone close or we ourselves have a brush with it, the subject of cancer is somehow at arm’s length. I have since been involved in activities to help create awareness for cancer and cancer research. Working on this collaboration has deepened my understanding of cancer as I gained greater insights from cancer patients, survivors, caregivers, healthcare professionals, etc. Knowing the facts and understanding cancer makes one more prepared to provide support. I hope this series will expand the understanding and perspectives to pressing issues and encourage the public to give greater support to the cancer community.”

This film series, directed by Sean Ng of AMOK, stars Jasmine Sim and Keith Lee as a couple who fall in love and prepare to get married; only to have plans change when Michael gets cancer. The film highlights the emotional turmoil and various challenges one goes through during the difficult journey, and how they overcome it with the support from their loved ones.

The premiere of the web series was launched at a special screening this evening and will officially be launched on the SCS Facebook (<https://www.facebook.com/sgcancersociety>) page at 10pm.

Based on the National Registry of Diseases Office statistics, cancer is the number 1 killer in Singapore and 1 in 3 deaths are attributable to cancer. Together with its partners, volunteers, donors and the community, SCS helps people in the fight against cancer through education, upstream preventions, screening, patient services, financial welfare aid and psychosocial assistance.

Through this web series, SCS aims to further increase cancer awareness, encourage early screening, and seek treatment if needed as early detection saves lives. As part of SCS' outreach efforts, the web series aims to bring hope and positivity that no one fights cancer alone.

“Some cancers are highly treatable, especially in the early stages. With proper medical treatment, one can often extend survival and improve quality of life. This film show the importance of support from family and loved ones in a person's cancer journey. Community support is also equally crucial. For the past 55 years, SCS has grown to be the largest voluntary welfare organisation that caters to the cancer community. This would not have been possible without the support from partners like Parkway Cancer Centre. SCS thanks them for funding this 5-episode web series. Cancer is not a death sentence and together we can minimise cancer and maximise lives,” said Albert Ching, CEO, Singapore Cancer Society.

“The battle against cancer is not an easy one, for the patient as well as their family members and loved ones. We have partnered with SCS who is committed to fight for a cancer-free community by producing this web-series that aims to raise awareness of cancer and the importance of support in a person’s cancer journey. We understand that the journey can be difficult, but we are here to walk the journey with them,” said Mr Yeo Kim Seck, Vice President Parkway Cancer Centre.

About Singapore Cancer Society (www.singaporecancersociety.org.sg)

Established in 1964, Singapore Cancer Society is a self-funded voluntary welfare organisation which provides patient care services to needy cancer patients through its welfare, hospice home care, cancer treatment subsidy and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes.

About Parkway Cancer Centre (www.parkwaycancercentre.com)

Parkway Cancer Centre offers comprehensive cancer treatment with a highly skilled, multi-disciplinary team comprising of consultant medical specialists, nurses, counsellors and other para-medical professionals to meet the specific needs of cancer patients. The Centre uses the latest technologies in cancer treatment to help patients access proven innovative therapies for the best clinical outcomes. Committed to providing a comprehensive holistic treatment of cancers in a safe and comfortable environment, the Centre ensures that patients are well-attended to by caring and experienced professionals.

For more information, please contact:

Kumudha Panneerchelvam
Corporate Affairs Senior Executive
DID: 6436 5237
Mobile: 9819 6589
Email: kumudha_P@singaporecancersociety.org.sg

Celia Au
Corporate Affairs Manager
DID: 6421 5801
Mobile: 9668 9465
Email: celia_au@singaporecancersociety.org.sg

Note:

Link to trailer: <http://bit.ly/2RWg0C6>

Link to film stills:

<https://drive.google.com/open?id=1YjrnZFW9yv0A0ObUUtKj1TYYOXjtuR0>

(Credits: Blue3Asia, Amok and Matte)



Link to SCS Facebook: <https://www.facebook.com/sgcancersociety>

Link to Youtube: <https://www.youtube.com/SGCancerSociety>