

## **MEDIA RELEASE**

### **For immediate release**

#### **Singapore Cancer Society & Partners Celebrate World Cancer Day on 4 February**

- ***Over 30 organisations pledge commitment to raise greater awareness and fight against cancer***
- ***Special video to be released on 4 February, 12pm showcasing organisations' and individuals' empowering messages to champion cancer awareness and prevention***
- ***The only city to have 5 buildings light up in support of World Cancer Day 2019\****

**Singapore, 28 January 2019:** Singapore Cancer Society (SCS) commemorates World Cancer Day this year with the support from over 30 organisations who have come forward to pledge their commitment to raise greater awareness, support the community, and fight against cancer.

Held annually on 4 February, the global event which was started by the Union for International Cancer Control (UICC) usually sees buildings across the world light up in Orange and Blue as a symbolic act of hope in the ongoing fight against cancer.

#### **Importance of Awareness to Reduce Cancer Incidence and Increase Survivorship**

Regular screening, early detection, and diagnosis significantly increases cancer survivorship. However, due to different individual barriers such as lack of awareness, fear, social stigma, and/or cultural beliefs, many avoid getting screened for cancer. With the support from the various organisations for this World Cancer Day campaign, SCS hopes to reduce cancer incidence by educating the public about the importance of managing one's health and ultimately staying cancer-free.

#### **Representing Singapore on the Global Front**

Intensifying our public education efforts about cancer, SCS has stepped up to raise even greater awareness about the cause in Singapore and highlight our efforts globally, through coordination and championing of several initiatives with various healthcare institutions, government bodies, schools, corporate partners, and social media influencers for 2019.

*\*Data based on information Singapore Cancer Society is aware of from UICC as of 28 January 2019*

## **Singapore Buildings Light Up**

SCS has coordinated participation from various organisations and Singapore will be the only city with multiple buildings lighting up to join the global movement to raise awareness about the cause.

5 buildings will be decked in either orange, blue or a mixture of both in the evenings. From 26 Jan to 4 February, Ocean Financial Centre and Marina Square will be lit up; while The Fullerton Hotel Singapore, NTUC Centre (One Marina Boulevard), and Victoria Theatre & Victoria Concert Hall will light up on 4 February.

Keppel REIT Management Limited, the Manager of Keppel REIT, will be lighting up Ocean Financial Centre in orange and blue from 26 January to 4 February to raise awareness about cancer. Mr Paul Tham, CEO of Keppel REIT Management, said, “Keppel REIT Management is committed to making a positive impact on the community and is happy to support this meaningful initiative. By lighting up Ocean Financial Centre, we hope to bring attention to World Cancer Day and encourage the public to join the ongoing fight against cancer.”

## **Shout Out Video – To be officially released on 4 February @ 12pm**

2019 marks the launch of the new 3-year campaign by UICC with the theme of “**I Am and I Will**” – an empowering call-to-action urging for personal commitment and represents the power of individual action taken now to impact the future.

As Singapore’s leading charity in the fight against cancer, SCS has rallied support from a myriad of organisations and influencers to encourage the public to take action and reduce cancer. A special video encompassing shout outs by employees from the various organisations, healthcare professionals, cancer survivors, celebrities, and influencers, using the campaign tagline of “I Am and I Will” will be released on 4 February at 12pm via social media to officially mark World Cancer Day. Some of the celebrities and influencers participating in the video include Angela Lee (Atomweight World Champion MMA fighter), Narelle Kheng (of The Sam Willows) who lost her mother to breast cancer, Munah Bagharib (Youtube celebrity who lost her friend to cancer), Bridget Fernandez (Channel 5 Actress who lost her brother to cancer), Gayathri Segaran (Acting as a brain cancer patient in Channel 5’s drama ‘Kin’), Vicneswary Se (Vasantham Actress), Heman Tan (Celebrity Chef), etc.

A key organisation active in promoting a healthy lifestyle is the Health Promotion Board. Dr Shyamala Thilagaratnam, Health Promotion Board's Group Director of Outreach, said "The World Cancer Day helps to raise awareness of cancer and to encourage its prevention, detection and treatment. We value the partnership with Singapore Cancer Society as we work together to offer subsidised cancer screening and reduce the prevalence of preventable cancers in Singapore".

### **Pledge of Commitment**

In addition to the special video, SCS has mobilised corporates and individuals to join in this cause. Over 30 healthcare institutions, government bodies, schools, corporate partners, and social media influencers have come forth to support in a 'Pledge of Commitment' to raise greater awareness about cancer and make a difference in the lives of their employees or customers through fulfilling any of the 5 key areas below:

- Promote healthy lifestyle
- Increase cancer awareness
- Promote a smoke-free environment
- Encourage health/cancer screening
- Support cancer causes

*The full list of organisations who have pledged their commitment is available in Annex A.*

Joining in to support as part of the 8<sup>th</sup> edition of their Corporate Responsibility (CR) Week, AXA Insurance embarked on a year-long partnership with SCS to strengthen support to the cancer community. Leo Costes, Managing Director, Retail & Chief Customer Officer, said "AXA Insurance is committed to raising cancer awareness in Singapore and we are proud to support World Cancer Day. As an insurer that believes strongly in not only walking alongside our customers in times of difficulties, but also in empowering people to live better lives, the call for action in the fight against cancer resonates strongly with us."

### **SCS' 55 years of support – Impacting more lives through community partnerships**

Over the years, SCS has embarked on impactful intervention that minimises cancer and maximises lives to support the cancer community in various ways. To attain sustainable reduction of cancer financial burden, SCS has been providing cancer patients with avenues for assistance at every stage of treatment. SCS has also been improving ways to increase community awareness by collaborations with hospitals and other key organisations.

Mr Albert Ching, Chief Executive Officer, Singapore Cancer Society said, “SCS places great emphasis on intensifying our cancer prevention efforts. While we do our utmost to reduce cancer incidence through our various upstream cancer prevention programmes and public education awareness & outreach activities, community involvement is crucial in supporting the cancer community. SCS is heartened by the overwhelming support from organisations and individuals from all walks of life who have come forth to show support on World Cancer Day through their various initiatives. It is also encouraging to see many non-healthcare organisations actively participate in this meaningful cause. This signifies solidarity in the ongoing fight against cancer and a strong testament to our message that no one needs to walk this journey alone.”

World Cancer Day 2019 highlights the need for urgent action to increase early stage cancer detection, screening, and diagnosis to significantly improve cancer patients’ chances of survival. In line with this cause, SCS will be intensifying efforts to reduce cancer incidence as part of other efforts to champion the fight against cancer as the society moves into its 55<sup>th</sup> year of minimising cancer and maximising lives.

---

For more information, please contact:

Kumudha Panneerchelvam (Ms)  
Corporate Affairs Senior Executive  
DID: 6436 5237  
Mobile: 9819 6589  
Email: [kumudha\\_P@singaporecancersociety.org.sg](mailto:kumudha_P@singaporecancersociety.org.sg)

Celia Au (Ms)  
Corporate Affairs Manager  
DID: 6421 5801  
Mobile: 9668 9465  
Email: [celia\\_au@singaporecancersociety.org.sg](mailto:celia_au@singaporecancersociety.org.sg)

**About Singapore Cancer Society ([www.singaporecancersociety.org.sg](http://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 World Cancer Day 2019 ([www.worldcancerday.org](http://www.worldcancerday.org))**

World Cancer Day takes place every year on 4 February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of preventable deaths each year by raising awareness and improving education about the disease alongside calling on governments and individuals across the world to take action. 2019 will be the first year of the new three-year campaign, 'I Am and I Will'. The new theme is an empowering call for personal commitment and represents the power of our actions taken now to reduce the growing impact of cancer. This year follows on the back of last year's tremendous campaign success, including nearly 1,000 activities taking place in 130 countries, over half a million tweets, and more than 50 governments participating in 2018. #WorldCancerDay #IAmAndIWill

**About the Union for International Cancer Control (UICC) ([www.uicc.org](http://www.uicc.org))**

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has over 1,100 members in 170 countries, enjoys consultative status with the United Nations (ECOSOC) and has official relations with the following institutions: WHO, IARC, IAEA, UNODC. UICC has over 50 partners, including associations working to fight cancer, as well as companies and foundations. UICC is a founding member of the NCD Alliance, McCabe Centre, and ICCP. UICC's mission is to unite and support the cancer community to reduce the global cancer burden, to promote greater equality and to ensure that cancer control continues to be a priority in the world health and development agenda. Its main areas of activity focus on convening the world's leaders for innovative, wide-reaching, cancer-control events and initiatives; building capacity to meet regional needs; and developing awareness campaigns.

**List of participating organisations for the Pledge of Commitment**

- 1) AstraZeneca
- 2) AXA Insurance
- 3) Concord International Hospital
- 4) DBS Bank
- 5) Health Promotion Board
- 6) Icon SOC
- 7) IronSupperClub
- 8) Institute of Technical Education
- 9) Keppel REIT Management Limited (Ocean Financial Centre)
- 10) Marina Square
- 11) MSD Pharma
- 12) Nanyang Academy of Fine Arts
- 13) National Cancer Centre Singapore
- 14) National University Cancer Institute, Singapore
- 15) Nestle
- 16) North East CDC
- 17) Nanyang Technological University
- 18) National Trade Union Congress (NTUC Centre, One Marina Boulevard)
- 19) NTUC Club
- 20) Parkway Cancer Centre
- 21) Pfizer
- 22) Raffles Medical Group
- 23) Real Yoga
- 24) Republic Polytechnic
- 25) Roche
- 26) Singapore Post
- 27) SingTel
- 28) TalkMed Group
- 29) The Fullerton Hotel Singapore
- 30) Victoria Theatre & Victoria Concert Hall
- 31) Watsons Singapore
- 32) Yakult