



## MEDIA RELEASE

### Embargoed till 4 February

#### **Singapore Cancer Society Rallies the Public to Join the Global Fight**

- *New 2020 campaign launched to commemorate the 20<sup>th</sup> anniversary of World Cancer Day on 4 February*
- *Special video to be released on 4 February, 12pm showcasing 12 celebrities / influencers and individuals to raise greater awareness and fight against cancer*
- *The only city to have 10 landmarks light up in support of World Cancer Day 2020*

**Singapore, 31 January 2020:** Singapore Cancer Society (SCS) commemorates World Cancer Day (WCD) this year with the support from over 12 celebrities/influencers and 10 landmarks 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.

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

SCS built on the existing 3-year global theme by UICC of 'I Am and I Will' for World Cancer Day to develop the idea of '**I Am and I Will Fight Cancer**'. This is an empowering call-to-action urging for personal commitment and represents the power of individual action taken now to impact the future. With the support of Spurwing Communications, SCS has rolled out an online campaign with the aim to getting the public to increase awareness on cancer by **LEARNING** more about symptoms and signs, go for **SCREENING** on a regular basis, and **SPREADING** the message on social media to encourage others to adopt such behavior.

As Singapore's leading charity in the fight against cancer, SCS has rallied support from a myriad of celebrities/influencers and organisations (building light-up) to encourage the public to take action and reduce cancer. SCS hopes to reduce cancer incidence by educating the public about the importance of managing one's health and ultimately staying cancer-free.

Mr Albert Ching, Chief Executive Officer, Singapore Cancer Society said, “Over the years, SCS has embarked on impactful intervention that minimises cancer and maximises lives to support the cancer community in various ways. SCS has also been improving ways to increase community awareness. 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. The participation of community at large signifies solidarity in the ongoing fight against cancer and a strong testament to our message that no one needs to walk this journey alone. SCS will be intensifying efforts to reduce cancer incidence as part of other efforts to champion the fight against cancer as the society moves forward.”

### ‘I Am and I Will Fight Cancer’

SCS coordinated efforts with 12 celebrities/influencers for inspiring campaign posters. The 12 celebrities/influencers are Fandi Ahmad, Chen Tianwen, Rebecca Lim, Munah Bagharib, Subramaniam Narainda, Gayathri Segaran, Bridget Fernandez, Edmund Tay, Paul Foster, Henry Law, Vickneswari Se and Victoria Cheng. A video, encompassing these celebrities/influencers, wearing the ‘I Am and I Will Fight Cancer’ boxing gloves and punching to the screen, will be screened at Suntec Singapore Convention & Exhibition Centre from 1 to 4 February.



Another 6 celebrities from Vasantham, coordinated by Empire Artistes, were also part of this campaign. The photo montage will be aired on the TV Screen at Campbell Lane on the 4 February.



These posters and videos aim to spark online conversations and empower Singaporeans with the information about cancer detection and treatment, and how they can fight it together with Singapore Cancer Society.

**Shout Out Video – To be officially released on 4 February @ 12pm on SCS Social Media:** <https://www.facebook.com/sgcancersociety/>

Intensifying our public education efforts about cancer, SCS has stepped up to raise even greater awareness about the cause in Singapore by getting general public involved in this campaign. A special video, with the general public (everyday people) together with the 12 celebrities/influencers, will be released on 4 February via SCS' social media platforms.

### **Singapore Buildings Light Up**

SCS has also 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.

In 2019, Singapore had 5 buildings lighted up on WCD. In 2020, Singapore will have 10 landmarks decked in either orange, blue or a mixture of both in the evenings. The 10 landmarks are Supertrees at Gardens by the Bay, ION Orchard, Khoo Teck Puat Hospital, Marina Square, National Gallery Singapore, Ocean Financial Centre, Our Tampines Hub, Suntec City, The Fullerton Hotel and Victoria Theatre and Concert Hall.

World Cancer Day 2020 highlights the need for urgent action to increase early stage cancer detection, screening, and diagnosis to significantly improve cancer patients' chances of survival.

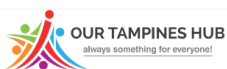
Supporting Partners:



Location Sponsors:



Landmarks Light Up:



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 2020 ([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.