



## MEDIA RELEASE

### **SINGAPORE CANCER SOCIETY RALLIES OVER 30 PARTNERS AND SUPPORTERS TO CLOSE THE CARE GAP IN COMMEMORATION OF WORLD CANCER DAY**

- *Political leaders, celebrities, social service agencies, healthcare institutions and corporations to show their support and share their commitment on closing the care gap in cancer community through a month-long online awareness campaign.*
- *Awareness videos to be released starting 4 February 2020.*
- *12 prominent buildings and landmarks to participate in World Cancer Day lights up on the evening of 4 February 2022.*

**Singapore, 3 February 2022:** Singapore Cancer Society (SCS) commemorates the 22nd anniversary of World Cancer Day (WCD) on 4 February by rallying a group of 30 partners and supporters of cancer cause to show their support and share their commitment around the global theme of “Closing the Care Gap” in cancer community through a month-long online awareness campaign. The list includes political leaders, local and regional celebrities, social service agencies, healthcare institutions, and multi-national corporations.

Align to SCS mission of minimising cancer and maximising lives, a series of video messages from partners and supporters will be released from 4 February, aiming to spark conversations about the care gaps around four focus areas below:

- the gap in reducing cancer incidence
- the gap in increasing survivor rate
- the gap in improving patients’ quality of life, and
- the gap in igniting greater community action to support the cancer community.

The World Cancer Day’s global theme of “Closing the Care Gap” will be carried on from 2022 until 2024. In its first year, “Closing the Care Gap” is all about understanding and recognising the inequalities in cancer care.

In addition, SCS will continue the tradition of World Cancer Day commemoration light ups. A total of 12 buildings/landmarks will be decked in orange and blue in the evening on 4 February. These buildings/landmarks are Supertrees at Gardens by the Bay, HSBC Rain Vortex at Jewel Changi, Orchard Gateway, ION Orchard, Khoo Teck Puat Hospital, Yishun Community Hospital, Ocean Financial Centre, Our Tampines Hub, Suntec Singapore Convention & Exhibition Centre, South Beach, National Gallery Singapore, and Ten Square.

Mr Albert Ching, Chief Executive Officer, Singapore Cancer Society said, “Closing the Care Gap in the cancer community is a long-term work that requires concerted efforts of not only the key stakeholders, but everyone in the society. We are very excited and grateful to receive an outpouring of support from community leader, fellow social service agencies, celebrities, multi-national companies, and healthcare organisations as we embark on this journey. This sends a strong message that together, we can close the care gap.

Throughout the month, we will be sharing how they are contributing to closing the care gap via Singapore Cancer Society’s social media channels. So, we hope the greater community will stay tune and show their support as well.”



*Stills of local and regional celebrities shoutout to close the care gap in cancer community*

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

Established in 1964, Singapore Cancer Society (SCS) is a self-funded social service agency 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 ([www.worldcancerday.org](http://www.worldcancerday.org))**

Every 4 February, SCS leads the commemoration of **World Cancer Day** (WCD) in Singapore. Founded by the Union for [International Cancer Control \(UICC\)](http://www.uicc.org), WCD seeks to raise awareness about cancer and rallying the community to action in reducing cancer incidences.

## **Annex A**

Singapore Cancer Society's partners for World Cancer Day 2022 (as of 28 January):

### **Building Light Up**

- 1) Supertrees at Gardens by the Bay
- 2) HSBC Rain Vortex, Jewel Changi
- 3) Orchard Gateway
- 4) Ion Orchard
- 5) Khoo Teck Puat Hospital
- 6) Yishun Community Hospital
- 7) Ocean Financial Centre
- 8) Suntec City Convention & Exhibition Centre
- 9) South Beach
- 10) Our Tampines Hub
- 11) Ten Square
- 12) National Gallery Singapore

### **Closing the Care Gap awareness campaign**

#### **Social Service Agencies**

- 1) 365 Cancer Prevention Society
- 2) Agency for Integrated Care
- 3) Breast Cancer Foundation
- 4) Movember
- 5) Singapore Hospice Council

#### **Healthcare Providers**

- 1) National Cancer Centre Singapore
- 2) The Cancer Centre, Mount Elizabeth Hospital
- 3) Tan Tock Seng Hospital

#### **Corporations and organisations**

- 1) AMGEN

- 2) AstraZeneca
- 3) MSD Singapore
- 4) Pfizer
- 5) Roche
- 6) Singapore International Chamber of Commerce
- 7) Temasek Foundation

#### Singapore Celebrities

- 1) Aaron Mossadeg
- 2) Bridget Fernandez
- 3) Edmund Tay
- 4) Gayathri Segaran
- 5) Henry Law
- 6) Iman Fandi
- 7) Jack Neo
- 8) Kumar
- 9) Munah Bagharib
- 10) Narain
- 11) Paul Foster
- 12) Rebecca Lim

#### Regional Celebrities

- 1) Ariel Nayaka, Indonesia
- 2) Asyraf Nasir, Malaysia
- 3) Joe Flizzow, Malaysia
- 4) Mukarakat, Indonesia
- 5) Rayi Putra, Indonesia
- 6) SYA, Malaysia
- 7) Yonnyboii, Malaysia