



Let's lend a hand: Dr Aishah Ong signing the Pledge Wall to raise awareness for breast cancer at the Bangsar Village skybridge.

Contribute to breast cancer fund

Aid to help families of patients cope with cost of treatment

By **BAVANI M**
 bavanim@thestar.com.my

THE Bangsar Village skybridge was abuzz with activity on Thursday morning. At the scene were men and women busy writing messages on the pledge wall placed on both sides of the skybridge.

The project, in support of the International Breast Cancer Awareness of October, encourages shoppers to write goodwill messages on the pledge wall as well as donate to a good cause.

The public is encouraged to donate RM5 to the breast cancer fund and write a message on the wall to support those with breast cancer.

Organised by the management of Bangsar Village and the Stand Up for Pink organising committee, funds raised from the event will help ease the burden of families who have members who need breast cancer treatment.

"Breast cancer is every woman's nightmare, and often, it is something that we do not want to talk about. People simply don't want to hear the words breast cancer.

"Few women go for screening and the disease is caught at a late

stage, when the outcome is poor," said Toh Puan Dr Aishah Ong who was invited to launch the event.

"All over the world, women have had breast health awareness events, such as this Stand Up for Pink, to give a face and a voice to a disease that was never discussed.

"You might wonder if each of these events is enough of a statement for change — but the statistics speak for themselves.

"In Malaysia, more and more women are being breast aware, being screened for breast cancer and we are beginning to see more cases being caught at an earlier stage, when the disease is more easily treated," she said.

The pledge wall is part of a series of activities that the Stand Up for Pink organising committee which comprises Bangsar Village, Venusbuzz, Lariche Community, College of Radiology Academy of Medicine and the Malaysian Breast Cancer Council are working together to help raise funds for the University Malaya Medical Centre Breast Cancer Fund.

Other activities include talks on breast cancer, gin & jacqie's bag The Awareness Exhibition, and Outrageously Pink Nite 2009 taking place on Nov 7.