

Pink is the colour of purpose

KL Tower illuminated in pink lights in conjunction with breast cancer awareness month

Impressive moves: Cheerleaders also took the opportunity to perform during the walk.



BREAST Cancer awareness month kicked off to a grand start with the illumination of Menara Kuala Lumpur.

In partnership with Menara Kuala Lumpur Sdn Bhd, Estee Lauder Companies would be illuminating Menara Kuala Lumpur in bright pink lights for four weeks until Oct 31.

Standing at 421m, Menara Kuala Lumpur is the fifth tallest telecommunication tower in the world.

This unique illumination initiative was the first of its kind in Malaysia and was part of Estee Lauder Companies'

Global Landmarks Illumination Initiative.

The brainchild of Evelyn Lauder, its mission was to focus attention and spread awareness about breast cancer and the message that early detection saves lives.

This is the 10th year for the company to celebrate the illumination and the company has illuminated hundreds of famous buildings, monuments and landmarks in glowing pink lights in over 10 countries.

Because breast cancer was being detected earlier, treatment was starting sooner and the rate of survival is steadily increasing.



Beacon of light: Menara Kuala Lumpur illuminated in pink.



Ribbon of hope: The participants forming a ribbon before the walk.

Women around the world are realising that knowledge is power and the fear that once surrounded breast cancer is diminishing.

Ablaze in pink light, these world-famous monuments had become international symbols of hope and they continue to empower and enlighten millions of women everywhere.

In 2008, more than 200 landmarks were illuminated worldwide.

Highlights include Taipei 101 Tower in Taiwan, Los Angeles International Airport (LAX) in United States, Millennium Monument in China, Vancouver Art Gallery in Canada, Paris City Hall in France, The Arena in Italy, Tokyo Tower in Japan.

As a prelude to the illumination this year, Estee Lauder Companies organised an inaugural walk recently for World Pink which saw more than 1,200 Malaysians, taking part in the event.

The 3.8km walk saw a sea of pink moving through the heart of town and finally ending the night by witnessing the illumination of Menara KL.

Before the start of the walk, participants formed a giant pink ribbon to show their support towards this cause and it was a great achievement and sight.



For a good cause: The base jumpers who jumped off Menara Kuala Lumpur for this event.



In support: Some women got their faces painted when they joined the campaign.