

# Pink campaign nets

## Overwhelming response to breast cancer

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**G**ENEROUS Malaysians opened their hearts and wallets, and contributed a whopping RM402,000 to four breast cancer-related causes during the Estee Lauder Companies (ELC) Malaysia Breast Cancer Awareness Campaign 2009.

The recent Charity Gala Dinner and Auction marked the culmination of the campaign that aimed to promote early detection of breast cancer and raise awareness of the importance of self-breast examination.

The funds raised from ELC Malaysia's drive to fight breast cancer would be divided equally between four non-profit organisations: the Breast Cancer Welfare Association, National Cancer

Society Malaysia, College of Radiology Malaysia, and the Cancer Research Initiatives Foundation.

This year's event featured the auction of one-of-a-kind gowns specially designed by five top Malaysian designers, namely Carven Ong, Eric Choong, Khoo Hooi, Ridzwan Bohari and Datuk Tom Abang Saufi.

The gorgeous creations were based on the theme *Vintage Glamour* – a juxtaposition of vintage and the new.

Things heated up a notch when the world's only Reverso Squadra Classic by renowned watchmaker Jaeger-LeCoultre, which was embellished with a pink ribbon and adorned with a pink strap, went under the hammer.

The auction fetched a total of RM72,000, which was added to

the RM300,000 collected from earlier charity activities. The remaining contributions came from the sale of raffle tickets.

Upon purchase of tickets at RM100, guests stood a chance to take home one of the fabulous items offered in the raffle, which included an Elie Saab bag, Tom Ford Minaudiere, iPod Nano, Banana Republic handbag, Raoul oversized clutch, Guess Collection timepiece, Sony Vaio laptop, and a stay at the Mandarin Oriental Kuala Lumpur.

Local songbirds Anita Sarawak and Noryn Aziz kept the guests entertained with their performances.

The ELC's Breast Cancer Awareness Campaign is a global philanthropic initiative undertaken by ELC Inc as part of its commitment to its mission statement

# RM402,000

## awareness campaign



**Power-packed performance:** Anita Sarawak (right) getting a member of the audience to sing the Teresa Teng classic 'Yue Liang Dai Biao Wo De Xin' (The Moon Represents My Heart).

of *Bringing the Best to Everyone We Touch*.

ELC Malaysia has distributed more than 500,000 breast self-examination instruction cards and pink ribbons, and donated RM1.2 million to the cause since its inception in 1997.

The 13th edition of the campaign in Malaysia this year featured many charity events and educational activities organised to raise funds and create awareness.

They included a beauty workshop, a charity golf event, awareness roadshows, and the illumination of Menara KL as part of the Estee Lauder Global Landmarks Illumination Initiative.

The inaugural Walk for World Pink had more than 1,200 Malaysians forming a sea of pink moving through the heart of the city.

Estee Lauder Companies Malaysia managing director Loo Kai Nan noted that response to the campaign had been growing in strength, and that there was greater awareness of the cause.

"More and more people came to our roadshows to learn about breast self-examination and attended the talks presented by healthcare professionals," he said.

"Thousands contributed donations and had their photos plastered all over the World Pink Photo Wall, and there was overwhelming response to all the activities we had."

Loo also thanked The Gardens Mall's management for its support in helping to highlight the cause further by illuminating the bridge linking The Gardens Mall and Mid Valley Megamall.

On similar breast cancer awareness campaigns organised by other companies, Loo felt that it was all the better as they helped complement the cause by raising greater awareness and reaching a wider group of people.

"Breast cancer can be a serious and life-endangering condition, but early detection can save lives," he said.



**Pretty in pink:** A model strutting down the runway in a pink creation by Khoo Hooi that is inspired by Grecian Romanticism. The gown was auctioned off for RM7,000.

**Sweet, flowy and pink:** A model showcasing Datuk Tom Abang Saufi's sweet, flowy piece that has a matching, detachable collar with encrusted stones. The gown's final bid was RM7,500.



**Song bird:** Noryn Aziz belting out a number.

**Helping hand:** Loo (third from right) and Estee Lauder Companies Malaysia Breast Cancer Awareness Campaign Malaysia chairman Katrina Liew (third from left) presenting a mock cheque for the RM402,000 that would be divided equally between four non-profit organisations. With them are the organisations' representatives, (from left) College of Radiology Malaysia president Dr Evelyn Ho, Breast Cancer Welfare Association president Ranjit Kaur, National Cancer Society Malaysia medical director and honorary general secretary Dr Saunthari Somasundaram, and Cancer Research Initiatives Foundation CEO Prof Dr Teo Soo Hwang.

