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Orchid day to promote breast cancer awareness

NURUL HUDA JAMALUDDIN

Monday, March 8th, 2010 13:15:00

KUALA LUMPUR: Known for its strength and resilience, it is no wonder the orchid flower was chosen to signify women of all ages at risk of being afflicted with breast cancer.

Orchid Day, inaugurated here last Friday in conjunction with International Women's Day, will be marked on the first Friday of every March from now on.

The brainchild of the Breast Cancer Welfare Association (BCWA) Malaysia, the celebration was inspired by the similarly-themed Daffodil Day created by the Cancer Council Australia.

BCWA president Ranjit Kaur said the orchid was the perfect symbol for women fighting breast cancer.

"The orchid is regarded as a rare and delicate beauty, exuding charm and strength. The endorsement of the orchid is symbolic to a breast cancer survivor as it takes resilience and strength to fight this disease," she said.

"Simply being a woman has already put one at risk. Statistically, one in every 20 women are at risk of developing breast cancer. We aim to create a society that is responsive to breast health matters."

Ranjit said this year's celebration, which ends today, saw sales of fresh orchids and Pink Ribbon merchandise, ranging from RM5 Pink Ribbon handphone tags to a RM5,000 charity bouquet.

"The proceeds will enable us to continue to improve the quality of life for women diagnosed with breast cancer through individual patient hospital visits, practical and material support, group therapy sessions and breast cancer public education programmes."

To contribute, drop by at any of the event's 21 sites, including the Kelana Jaya LRT and KL Monorail stations, Sunway Pyramid and Sungei Wang Plaza.

You can also contact BCWA at 03-79540133 or visit www.breastcancer.org.my.



SUPPORT: Ranjit Kaur (top left) and KL Star Rail's chief operating officer Khairani - Pic: SHAHRIR OMAR

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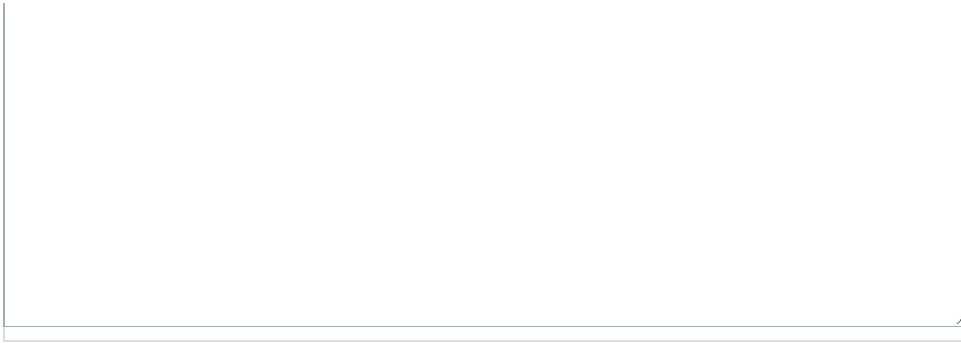
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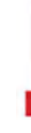
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