

Orchid Day a blooming success

Breast Cancer Association grateful for support

THE Breast Cancer Welfare Association (BCWA) Malaysia held its inaugural Orchid Day from March 5-8 in conjunction with International Women's Day.

During the period, 21 Orchid Day sites were set up all over the Klang Valley to sell orchids in aid of breast cancer patients.

Volunteers, some wearing pink wigs and pink hats, were also seen selling orchids to the public at cinemas, shopping complexes, LRT and Monorail stations as well as hospitals, colleges, hotels and corporations.

The event was modelled after the Cancer Council Australia's Daffodil Day, which has raised A\$8mil since its debut in 1986.

Orchid Day was a success thanks to supporters, partners, well-wishers and the public who have supported the cause by buying orchids, volunteering or even organising the event at their workplace.

The act of buying orchids was to honour lives lost, celebrate survivors and help bring breast cancer care to those who need it.

"The orchid flower is regarded as a symbol of rare and delicate beauty, besides exuding charm and strength," said BCWA president Ranjit Kaur.

"The orchid is symbolic to a breast cancer survivor as the flowers are known for their resilience, and it takes strength and courage to fight breast cancer," she said.

"Just being a woman puts one at risk, but most women are not able to accept the fact when they are diagnosed with breast cancer and many fear the treatment process.

"This is largely due to the lack of information and knowledge on the treatment and recovery process.

"Therefore, Orchid Day is not only to raise funds for BCWA but also to garner public support in working together with us to create a society



All for the cause: BCWA volunteers and supporters packing fresh orchids for sale during Orchid Day.

that is responsive to matters related to breast health," she said.

Over the years, the BCWA has been providing support services to improve the quality of life for those affected by breast cancer as well as education programmes to raise awareness on early detection.

Proceeds from Orchid Day will enable the BCWA to continue to improve the quality of life for women diagnosed with breast cancer through hospital visits, group therapy sessions, and practical and material support.

It would also enable them to conduct public education programmes such as breast health workshops and breast self examination (BSE) demonstration for individuals, organisations and educational institutions.

The BCWA Malaysia is an independent tax-exempt voluntary and self-help support group whose mission rests on the philosophy that a volunteer or a breast cancer survivor uses their experience to help another woman recovering from breast cancer.