



FOR IMMEDIATE RELEASE

If you happened to come across people in pink wigs and pink hats with bright smiles selling Orchids everywhere you went last Friday, rest assured you are not losing your sanity. Breast Cancer Welfare Association Malaysia (BCWA) held its Inaugural Orchid Day which was launched on the 5th of March and concluded on the 8th of March. Orchid Day was held in conjunction with International Women's Day.

A total of 21 Orchid Day sites was established all over Klang Valley. The sites included cinemas, shopping complexes, numerous LRT and Monorail stations to hospitals, colleges, hotel and, not forgetting corporate institutions. The event is modelled after the Cancer Council Australia's Daffodil Day which has successfully raised AUD\$8 million since its debut in 1986. The event was a tremendous success thanks to all supporters, partners, well-wishers and public who have relentlessly supported this cause by purchasing Orchids, volunteering or even organising the event at their workplace.

"The Orchid flower is regarded as the symbol of rare and delicate beauty besides exuding the charm of strength. The endorsement of the orchid is symbolic to a breast cancer survivor as orchids are known for their resilience and it takes strength and courage to fight breast cancer," quipped Ms Ranjit Kaur, President of BCWA.

Starting from 5th March till 8th March 2010, members of the public purchased Orchids to honour lives lost, celebrate survivors and help bring breast cancer care to those who desperately need it.

Ranjit said simply by being a woman has already put 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 not only serves the purpose of fundraising for BCWA, we also want to garner the support from the public in working together with us to create a society that is responsive to breast health matters."

Orchid Day was supported by *KL Monorail, Kelana Jaya Line LRT, Sungei Wang Plaza, Mid Valley Megamall, Sunway Pyramid, TGV Cinemas, Pantai Hospital Kuala Lumpur, Prince Court Medical Centre, Traders Hotel Kuala Lumpur, Taylor's University College, Star Publications (M) Bhd, AMP Radio and Nextnation Network Sdn Bhd.*

Over the years, Breast Cancer Welfare Association (BCWA) Malaysia has been actively providing support services to improve the quality of life for those affected by breast cancer as well as education programs to raise awareness on early detection to save lives. The proceeds from *Orchid Day* would enable BCWA to continue to improve the quality of life for women diagnosed with breast cancer through individual patient hospital visits, group therapy sessions, and practical and material support. It would also enable us to conduct **public education** programmes such as breasts health workshops and **breast self examination (BSE) demonstration** for individuals, organizations and educational institutions.

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

* * * * *

**Members of the public can obtain more information from BCWA (Malaysia) at 03-79540133/
info@breastcancer.org.my or visit BCWA website at www.breastcancer.org.my**

Issued By:
Breast Cancer Welfare Association (BCWA) Malaysia
5th Floor, Bangunan Sultan Salahuddin Aziz Shah
16 Jalan Utara, 46200 Petaling Jaya
Tel. 03 7954 0133 Fax: 03 7954 0122