



## FOR IMMEDIATE RELEASE

Did you know that there is every chance in your life to encounter breast cancer whether personally or through someone we know closely? Simply because being a woman has already put her at risk. The fact is, one in every 20 women will have the risk of developing breast cancer in her lifetime. Breast cancer will continue robbing us of our mothers, sisters, daughters and best friends until there is cure. And the hardest thing is not only surviving breast cancer, but to watch someone close to you battling breast cancer.

Over the past 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. We aim to create a society that is responsive to breast health matters.

In order to accomplish the above aims, BCWA Malaysia is organising its inaugural *Orchid Day* on Friday, 5<sup>th</sup> March, 2010 and subsequently, the first Friday of March every year. *Orchid Day* will be held in conjunction with the International Women's Day to demonstrate our support for all women who are at risk of being afflicted by breast cancer. The *Orchid Day* in Malaysia is modelled after the Cancer Council Australia's *Daffodil Day*, which has successfully raised AUD\$8 million since its debut in 1986.

"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 on 5<sup>th</sup> March till 8<sup>th</sup> March 2010, Orchids and *Pink Ribbon* merchandise will be sold and members of the public can purchase Orchids to honour lives lost, celebrate survivors and help bring breast cancer care to those who desperately need it.

There are many ways you can get involved with Orchid Day. It can be as easy as buying Orchids, Pink Ribbon merchandises or even volunteer your time at Orchid Day sites. The participating outlets for Orchid Day are *KL Monorail, Kelana Jaya Line LRT, Sungei Wang Plaza, Mid Valley Megamall, Sunway Pyramid, TGV Cinemas, Pantai Hospital Kuala Lumpur and Traders Hotel Kuala Lumpur*. Find out more information of Orchid Day sites by logging on to [www.breastcancer.org.my](http://www.breastcancer.org.my).

If you are unable to drop by your nearest Orchid Day site but would like to support, you can make a donation for Orchid Day. Donation of RM100 and above will be given a tax exempt receipt. The details are as follows:

**Breast Cancer Welfare Association**  
**Maybank Acc No: 5122 3133 8381**

The proceeds from *Orchid Day* will 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 will 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.

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

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