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WWW.RADIOLOGYMALAYSIA.ORG RECEIVES 10.9 MILLION HITS & successfully uses its annual online contest to bring cancer awareness to ALL age groups.

The Leong family shows the way when it comes to bringing cancer awareness to children in the 2007 Radiology Malaysia-Kidz Magazine Challenge

Kuala Lumpur, 14 June 2008 – The College of Radiology, Academy of Medicine of Malaysia’s community-focussed website today held its annual event to award the winners of the 2007 Radiology Malaysia-Kidz Magazine Challenge: “What Cancer Means to Me...” and report highlights of the 2007 activities.

To target yet another segment of the population, the contest was opened to all age groups (those below 18 years required parental consent). Dr Evelyn Ho, President of the College of Radiology and also the Editor of Radiology Malaysia, **www.radiologymalaysia.org** said, “ We took a chance, and wanted to see if parents and children would take to openly discussing and acting on what cancer means to them. We weren’t even sure there would be any entries! The whole point was to make it almost like “normal” to read about it online or in the children’s or parenting magazine.”

Kit Lim of Kidz Magazine commented, “We decided to collaborate with Radiology Malaysia as it was for a good cause and we at Kidz felt the matter should be brought into the open – after all cancer affects kids when it hits them or when their parents or siblings suffer from cancer! Even if our readers did not enter the contest, the whole point was to surf and check out the Radiology Malaysia website for the clues to the slogan/tagline”.

Parents of Andrew (8 yrs), Adrian (15 yrs), Carmen (14 yrs) and Alson (13yrs) Leong should be commended on their efforts to make entering the contest a family affair. Thomas Leong said, “As parents, we wanted to help our children to understand and know more about cancer and simultaneously, learn more about cancer ourselves.

Together with our children, we surfed Radiology Malaysia website. Then, we had a discussion about what cancer is, how we would face cancer in a family if anyone should get cancer. It took us almost 3 weeks to get the tagline/slogan for our creative/collage artwork!! To entice our children to participate in this contest, we showed them the prizes they could win.” The Leong family won a special prize for their exemplary effort and openness in discussing cancer.

There were 7 other winners, and the order of the winners was only announced at the event. Winners included college students, a retired teacher and a breast cancer survivor. The grand prize winner, Elson Teo Yong Lin, 23 years old, took home a computer complete with LCD monitor. First prize was won by Chaw Eng Huei, 20 years old (iPod Nano Silver) and second prize, by Chew Sue Anne, 21 years old (Ericsson K320i mobile phone).

As part of its relentless public awareness efforts to constantly encourage Malaysians to seek information on breast health, cancer s and to adopt early detection of breast cancer and awareness of other cancers, an innovative Internet competition is held annually to entice Malaysians to visit its website, www.radiologymalaysia.org.

The highlights of the 2007 College of Radiology Breast Health Activities were also showcased. The value added 2007 College of Radiology Mammogram Programme benefitted another 299 women, mostly from the areas in and around Segamat, Johor. Four were detected with breast cancer and have received treatment. Women in this programme pay a token sum of RM 30, or have their tests completely free if from very poor socioeconomic status. In addition, the participant’s have their biopsy cost and transportation costs arranged and borne by the College of Radiology. The programme is conducted in a College of Radiology accredited mammogram provider, in this case, IIUM Breast Centre in Kuantan, Pahang.

The College initiated the 'Subsidized Mammogram Programme' (SMP) in 2001 to offer early detection services to women from the lower income groups. The SMP is now known as the College of Radiology Value Added Subsidised Mammogram Programme, in short, the CMP. To date, a total of 5353 women have participated in CMP programmes. The programme now concentrates on parts of Malaysia that have less access to mammography services and is enabled by donations from several bodies and individuals.

At the event, Roy Norman Botley, a previous winner of the 2005 Radiology Malaysia MyStory: CeritaKu contest shared his experience with prostate cancer and this year was diagnosed with another cancer - bladder cancer and had lost his wife to ovarian cancer. Roy has chosen Malaysia as his second home.

Juwita Suwito graced the event to entertain for awareness. Juwita had volunteered previously as a model to promote a past event, OutRageously Pink Nite in 2004 of which the College of Radiology was an integral co-organiser.

Special thanks to individuals Brian Lariche (The Liaison Combination), Nasreen Ma (Idea Aide) and Rudy Rozaidi (Don't Panic) who were our judges; venue sponsor –Cafe WIP; goody bag sponsors (Cinema Online, Siemens Health Sector, Bayer Schering), Kidz Magazine (co-organiser of the 2007 Contest), volunteers and contest participants.

About Radiology Malaysia, www.radiologymalaysia.org

Launched in 2001, this educational website today has grown to become Malaysia's most comprehensive online information and education resource on breast health and breast cancer. In 2007, the Radiology Malaysia website received over 10.9 million hits, had over 135,000 unique visitors and served up over 540,000 pages of information. Some 68 GB of data was transferred to users all over the world.

The website is more than Breast Health and information on cancer treatment, radiological Investigations, general health, directories of support groups, a forum and others.

Visit: www.radiologymalaysia.org

Discuss, feedback, comments: forum.radiologymalaysia.org

About the College of Radiology, Academy of Medicine of Malaysia

The College of Radiology, Academy of Medicine of Malaysia, is a non-profit association comprising radiologists, clinical oncologists and medical physicists with the vision to provide quality care to patients and the community by optimizing the value of radiology and clinical oncology.

About Kidz Magazine

Kidz is the only *free* bi-monthly English parenting magazine in Malaysia. Created by parents, Kidz provides an outlet to others who want to share their thoughts and parenting advice with others. This is one magazine that is not about expert advice, but all about parents and kids speaking out. It is targeted at parents with children three to 15 years old. Kidz circulation is about 25,000 copies and mainly distributed in the Klang Valley, reaching nearly 60,000 parents every month. Visit www.kidzmag.com.my

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