



(FOR IMMEDIATE RELEASE)

PINK STANDS FOR FUN!

KUALA LUMPUR, 7 November 2009 - Outrageous is normally used as a descriptor for something indecent but where the OutRageously PINK Nite 2009 (OPN 2009) is concerned, the only thing indecent about it is how much fun people were having when it was held today at Bangsar Village II!

Conceived in 2004 by the Malaysian Breast Cancer Council, the event is not just an awareness event for breast cancer but also a celebration of life for those who survived the cancer.

OutRageously PINK Nite 2009 kicked off in grand fashion with breast cancer survivor Rene'e Aziz Ahmad, famed for her trek through Mount Kilimanjaro after battling breast cancer, abseiling down the façade of Bangsar Village II under the guidance of Chan Yuen Li of Malaysian Eco Challenge.

This was followed by the roaring entrance of macho Harley Bikers from the Harley Owners Group Malaysia Chapter with a touch of pink, courtesy of the pink bras from Xixili that they adorned! They were accompanied pillion by the Pink Challengers (Breast Cancer Welfare Association Dragon Boat team). They had ridden all the way from their headquarters in Jln 222, no doubt causing a stir among motorists as they rode through traffic to Bangsar Village II. The Harleys were closely followed by a Mini Club motorcade.

As the event's name suggests, pink was the word *du jour* and anyone that showed up sporting absolutely fabulous pink fashion wear were in for a treat as they walked away with special prizes from Xilouette and Gin&Jacqie. Bangsar Village II, which played host to the event from 5 to 9pm, was most suitably decked out in pink.

On stage that night was a variety of entertaining performances such as:-

- singer-songwriters Juwita Suwito and Elvira Arul;
- a fashion show sponsored by Bangsar Village II's tenants and modelled by celebrities like Cheryl Samad and Jojo Struys as well as breast cancer survivors;
- Jazzercise and Bhangra Jam by Celebrity Fitness, Laughter Yoga by Nomad Adventures, Swing Dancing by KL Swing!, a fire poi performance by Sem-Poi Fire Crew and a percussion performance by KL Drumline Corps. amongst others!

At the same time, there was acknowledgement of the Radiology Malaysia-OPN 2009 Slogan and Digital Video Contests.

The top prize winner for the slogan contest was Loh Cheng Kee, who came all the way from Penang to participate in OPN 2009 and get her prize. Her slogan **iCheck iAct iLive** was the theme for OPN 2009 itself.

As for the Digital Video contests, public voting decided the winner. The top prize went to the Breast Cancer Support Group, Johor Bahru and a group of ten came from Johor to participate in the OPN 2009. Deserving mention despite not receiving the most popular votes is 22-year old Mohd Afiq Deen, who submitted a short film titled "Sebelah" with English subtitles. The message though subtle, deals with the challenges younger women have with breast cancer. He was



inspired by his aunt of 33 years who was diagnosed with breast cancer. Videos links are still available at www.radiologymalaysia.org/opn2009

Kids were not left out of the action as there were an array of activities organised such as face painting, nail art, body art and coloured hair extensions. Clowns were also spotted sculpting balloons for eager children! Kool Kutz Inc. and The Capricorn Connection sponsored these activities.

OPN 2009 was sponsored by Bangsar Village II in collaboration with Venusbuzz, Lariche Community, College of Radiology Academy of Medicine of Malaysia and the Malaysian Breast Cancer Council.

All funds raised during the event were channelled to the Universiti Malaya Medical Centre (UMMC) Breast Cancer Fund.

SIDE NOTE: At the time of the event, a total of RM 11,333 (total taken as at 30 October 2009) was raised from the Pledge Wall For Pink. The Pledge Wall For Pink was installed on the skybridge between Bangsar Village and Bangsar Village II on 1 October 2009 until 7 November 2009. All funds donated by the public will also be channelled to the UMMC Breast Cancer Fund.

For more information, please call Lee Joo Khim of Bangsar Village at 012 339 2433.

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About the Malaysian Breast Cancer Council (MBCC)

The MBCC was conceptualized in August 2002. It consists of organisations of women with breast cancer, national associations of healthcare providers for



women at risk and women with breast cancer, professional bodies and agencies with special interest in breast cancer issues.

The members of the MBCC include:

Breast Cancer Welfare Association, College of Radiology Academy of Medicine of Malaysia, Hospis Malaysia, National Cancer Society of Malaysia, Malaysian Oncological Society, National Council of Women's Organisations, Kelantan Family Planning Association, Breast Cancer Support Group Johor, medical professionals and others with similar objectives.

Aim and Objectives of the MBCC:

The concept of the MBCC is to ensure that by working together, the various member organisations of the Council will campaign for improvement in breast cancer services. The aim of MBCC is to bring together related government agencies, NGOs, healthcare professionals, the corporate world and interested individuals to support and coordinate activities related to breast cancer on a nationwide basis.

The objectives are:

- To ensure access to information, appropriate screening, early detection, treatment and support for all women.
- To influence the relevant authorities in the development of legislation and policies regarding women at risk and women with breast cancer.
- To encourage, support and engage in research and local studies on various aspects of breast cancer.