

## **Pink Revolution—Dress Pink Day**

For every woman, breasts equal to self-esteem. Breast cancer patients are not only affected by the physical pain, but also the emotional and psychological distress. Thus, it is difficult for the patients to carry on their normal lives.

To promote the awareness on breast cancer, the Hong Kong Cancer Fund has carried out the “Dress Pink Day” as their “Pink Revolution” campaign on 26th October 2007 (Friday). As a caring company, Quality HealthCare has played an active role in this meaningful event with 35 staffs supporting the campaign through money donation. At the same time they all dressed in eye-catching pink clothes in order to increase the public awareness towards breast cancer and regular breast check-up.

This “revolution” event was very successful with \$10,000 raised! The donation will be used to provide free breast cancer follow-up and support to breast cancer patients as well as their families. The raised fund will also subsidize the latest inherited breast cancer database, provide breast cancer diagnosis and treatment information as well as recovery bags and programmes.



*Our passionate colleagues dressing in pink!*