

For Immediate Release

## **PINK TOGETHER 2020**

*Any sport activities, anywhere, anytime, any pace without boundaries!!*

Hong Kong, 4 September, 2020 – Celebrating its 15<sup>th</sup> anniversary this year, Hong Kong Breast Cancer Foundation (HKBCF) proudly presents “**Pink Together 2020**” in October – a first ever virtual charity event to enhance public awareness of breast cancer in a territory-wide scale.

**Pink Walk for Breast Health**, the annual walkathon has reached over 2,000 participants at the Victoria Peak every year. As the social distancing measures are still in place, HKBCF is remodeling this annual fund raising event to virtual base -- **Pink Together 2020**.

**Pink Together 2020** provides wellness aficionados and public who wish to give support to the local breast cancer community an opportunity to exercise for a good cause and spreading this goodwill to family and friends. Participants can choose their own sport activities, including walking, running, hiking, yoga, push-up, etc. and upload their record to the event platform. Anywhere, anytime, any pace without boundaries!

Like past years, HKBCF will present a number of awards to top individual and group for their dedicated support:

- Best Dressed Pink Award for Individual, Group and Pet
- Highest Fundraiser for Individual, Group and Corporate
- Highest Participants

Of these, the Best Dressed Pink Award is the highlight. Participants are free to submit entries by uploading contestant photos on Social Media Platform with #bestdressedpink #pinktogether2020 #hkbcf @hkbcf\_official.

***Action now, join “Pink Together 2020” and show your support!***

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**About Hong Kong Breast Cancer Foundation**

Hong Kong Breast Cancer Foundation was founded on 8 March 2005, as a non-profit charitable organisation dedicated to mitigating the threat of breast cancer to the local community through education, support and research & advocacy. Its mission is to promote public awareness of breast cancer and the importance of breast health; support breast cancer patients on their road to recovery and advocate better breast cancer care in Hong Kong.

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