



THE PINK RIBBON DRIVE

Fun-filled weekend and attractive prizes to be won for car enthusiasts

“Breast cancer is the most common cancer affecting Singapore women. One in every five cancers occurring in Singaporean women is breast cancer.

Each year, about 1100 new cases of breast cancer are diagnosed. This translates to 3 women being diagnosed with breast cancer each day. Apart from the high incidence of breast cancer among women, the illness also poses a worrying fatality rate of about 270 annually.”

On 29 September 2007, Breast Cancer Foundation (BCF) will organise the *Pink Ribbon Drive to launch Breast Cancer Awareness Month*. A fleet of vehicles dressed with awareness messages will ply the roads to generate awareness among Singaporeans. The drive also aims to raise funds in support of BCF’s mission to eradicate breast cancer as a life threatening disease.

The Race

The Treasure Hunt Race will be an anchor event of the Pink Ribbon Drive. The 3.5-hour long race will bring participants to four checkpoints located in various parts of Singapore. Participants will contest in various segments, such as Q&A session; games and challenges. Three attractive prizes will be given up for the top winners of the Treasure Hunt Race. Also, for those who add a touch of creativity to their vehicles, the organiser will also be awarding a top prize for the best dressed car.

For a minimum of \$100.00, you can register to participate in the Pink Ribbon Drive at www.wheelsforfun.com.sg or call us at 6235 2591. There are three categories for you to choose from-

Car category – Minimum 2 participants; maximum 4 participants per group

Motorcycle category- Motorcyclist/s

Open category- Participants using public transport

All participants will receive a goodie bag worth at least \$200.00

The first 20 to sign up will receive a mystery gift! The closing date for early bird registration is 18 August 2007, Saturday and the final date for registration for all categories is 14 September 2007.

The Carnival

The public can also look forward to a charity carnival. The fun-filled carnivals will also be lined up with activities such as car demonstrations (drifting) that are performed by professionals, kite competition, balloon sculpturing, clown performance and more.

Carnival goers can also find a plethora of games, food and candies stalls at the carnival. There will also be an exhibition on breast cancer.

About Breast Cancer Foundation:

Breast Cancer Foundation (BCF) is a non-profit charity organisation, established in September 1997. Under the leadership of its Patron, Mayor (Mrs) Yu-Foo Yee Shoon and her dedicated, enthusiastic executive committee comprising mostly lay people and some medical professionals, BCF's mission is to:

Eradicate breast cancer as a life-threatening disease

Breast cancer is curable if detected early. BCF hopes that by raising awareness of breast cancer and encouraging women to screen themselves regularly, breast cancer will be detected earlier and the chances of surviving the disease will be greatly enhanced.

The Breast Cancer Foundation aims to:

- increase awareness of and knowledge on breast cancer and issues related to it at all sectors of the community
- promote early detection and treatment
- provide support services to those affected by breast cancer
- work closely with various breast cancer-related groups and organisations to complement and optimise efforts to eradicate breast cancer as a life-threatening disease