



SINGAPORE CANCER SOCIETY CELEBRATES WORLD CANCER DAY ON 4 FEBRUARY 2012

30 January 2012, Singapore – The Singapore Cancer Society (SCS) will celebrate World Cancer Day on 4 February 2012 with the message that “Cancer can be Prevented” and a reminder to the public to go for regular cancer screening.

The logo for SCS’s World Cancer Day participation features a lilac-coloured ribbon which represents all cancers and general cancer awareness. The Society will be distributing 50,000 bookmarks with its World Cancer Day logo and messaging through polyclinics and at events that SCS will be participating in (see below for details).

Celebrated each year on 4 February, World Cancer Day is a stark reminder of the disease which is the most common cause of death in Singapore, responsible for one in every four deaths. Worldwide, the disease kills 7.6 million people each year*.

However, many types of cancer can be prevented by following a healthy lifestyle and through the avoidance of risk factors which include tobacco and alcohol use as well as excessive exposure to sunlight and pollutants. Besides avoiding cancer risk factors, regular cancer screening is advised in order to detect cancer at an early stage. The early detection of cancer offers more effective treatment and better chances of a cure. To encourage regular screening, SCS offers the following free screening services as well as screening subsidies when it conducts various cancer awareness campaigns:

- Faecal Occult Blood Test kit (a preliminary screening test for colorectal cancer)
- Pap smear (a screening test for cervical cancer)
- Physical breast examination and the teaching of self-breast examination by SCS doctors



To celebrate World Cancer Day, SCS has partnered various cancer-concerned institutions in the following events to bring the cancer message to the population:

1) Awareness of the Life before Death

In conjunction with the premier screening of the award-winning documentary which was funded by the Lien Foundation, 50 volunteers and staff from SCS including cancer survivors will take to the streets at Orchard Road (public areas near Dhoby Ghaut and City Hall MRT stations), Raffles Place and Tanjong Pagar Road on 1 February 2012 to distribute pens in the form of syringes. These syringe pens serve as a reminder of the 7.6 million people worldwide who die from cancer each year*, of which, a vast majority lives in the third world and have no access to pain medication.

2) Singapore Slingers Game

The Singapore Slingers will dedicate its game on 1 February 2012 against the San Miguel Beermen from the Philippines to World Cancer Day. During the game, jerseys and other memorabilia will be auctioned to benefit SCS.

3) National Healthcare Group Polyclinics Supports World Cancer Day 2012

The National Healthcare Group Polyclinics will be distributing giveaways from 1 – 10 February 2012. Members of the public who wish to make donations to SCS can drop their donations in the donation boxes placed in the following polyclinics:

Ang Mo Kio • Bukit Batok • Choa Chu Kang • Clementi • Hougang • Jurong • Toa Payoh • Woodlands • Yishun



4) National University Cancer Institute, Singapore (NCIS) World Cancer Day 2012 Celebration

National University Cancer Institute, Singapore celebrates World Cancer Day with an activity packed morning on 3 February 2012 from 9 am to 1 pm. There will be cancer prevention information, food, games, balloon sculpting, face painting and goodie bags (for the first 200) plus a special performance by Mr Billy Wang (东方比利) at 11.15 am.

For more information, please visit: www.singaporecancersociety.org.sg.

** Number of deaths due to cancer in 2008, World Health Organisation*

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About Singapore Cancer Society

Established in 1964, Singapore Cancer Society (SCS) is a self-funded voluntary welfare organisation which provides financial assistance and patient services to needy cancer patients through its welfare aid, home hospice care, cancer treatment subsidy and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes. Annually, the SCS helps more than 1,000 needy cancer patients and reaches out to some 40,000 individuals through its community outreach and awareness programmes to encourage screening and early detection of cancers.

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Annex 1

SCS World Cancer Day 2012 Logo

