

## MEDIA RELEASE

(All figures stated in the press release are as of 20 March)

### **Singapore Cancer Society-TalkMed Relay For Life Rallies Over Over 4000 Participants**

- The 5<sup>th</sup> Singapore Cancer Society-TalkMed Relay For Life (RFL) 2021 to be held virtually due to COVID-19 and safe distancing measures
- Islandwide participation to rally support and raise funds for the cancer community in the fight against cancer
- Total of 4184 (338 individuals and 320 teams) have registered

Singapore, 20 March 2021 – Over 4000 participants registered for the 5th edition of the Singapore Cancer Society-TalkMed Relay For Life (RFL) 2021. Due to the COVID-19 situation, RFL 2021 will be conducted virtually as part of efforts to adhere to safe distancing measures.

This event rallies the community to **Celebrate** the lives of cancer survivors, **Remember** those lost to the disease and **Fight Back** against a disease that has taken so much. Singapore is the 25th country to organise RFL and be part of this global movement.

#### **Launch of RFL 2021**

[RFL 2021](#) was launched virtually today. Minister for Health, Mr Gan Kim Yong, delivered his message as the Guest-of-Honour, highlighting the important role that Singapore Cancer Society (SCS) plays in supporting the cancer community. He witnessed the cheque presentation of \$250,000 by TalkMed Group Ltd to SCS.



He also flagged off the Survivor's Lap, providing encouragement to those impacted by the disease and to CELEBRATE the lives of cancer warriors.



The virtual edition of RFL 2021 will be a 9-day event where participants can take part from anywhere in Singapore. Participants can choose to take part in the '100km challenge' or 'My Fight Back Challenge'. For the '100km challenge' participants can choose to Walk, Run, Swim and/or Cycle to complete the distance. In addition, a new open category of "My Fight Back challenge" was introduced this year. For this challenge, participants can come up with a unique activity that promotes good health, body and/or mind. Participants have signed up with creative activities to do over 9 days, and have rallied the support of their families and friends to join forces in the collective fight against cancer and generate greater cancer awareness.

Note: All figures and numbers updated as of 20 March 2021

A total of 338 individuals and 320 teams will be taking part in RFL 2021. SCS has reached out to more than 4000 unique donors, comprising friends and families of the participants. This is a strong testament to the SCS message that no one needs to walk this journey alone.

### **Providing Holistic Care and Support to the Cancer Community**

Over 100,000 individuals annually have benefited from SCS' outreach and support. SCS strives to minimise cancer and maximise lives through a holistic care system, which is built on effective programmes and service. Cancer diagnosis can impose a tremendous financial burden on patients and families. Every year, SCS needs to raise at least \$20 million to support the programmes and services and create new initiatives to continue improving the lives of the cancer community (refer to Annex A for stories from cancer survivors).

“Although COVID-19 has impacted many aspects of our lives significantly, the fight against cancer does not stop. I am heartened to see so many participants joining us virtually to show support to the cancer community. Amidst this pandemic situation, such virtual events like RFL allows us to feel connected as the community rallies together to Celebrate, Remember and Fight Back. This signifies solidarity in the ongoing fight against cancer. For our beneficiaries and their families, such support translates to faith and hope. With this encouragement, SCS is able to better serve beneficiaries with new initiatives and continue to strengthen efforts to minimise cancer and maximise lives through a holistic care system,” said Mr Albert Ching, Chief Executive Officer of the Singapore Cancer Society.

## Rallying Support from the Community

While SCS does its utmost to 'Serve more and Serve Better', community involvement is crucial in supporting the cancer community. The event's title sponsor, TalkMed Group Ltd, has pledged to donate \$250,000 per year over 5 years starting RFL2018.

Dr Ang Peng Tiam, Executive Director and CEO, TalkMed Group Ltd shared, "Cancer never sleeps and cancer patients do not stop their fight against cancer. As a medical oncologist, my team of doctors and I work on this tenacious disease on a daily basis with our patients. Relay for Life is a perfect metaphor for this race which we run as a team. Each cancer journey is challenging in its unique way, but everyone requires stamina and strength. We hope that RFL will bring more awareness about cancer, and importantly to drive the message that no one should walk this road alone."

Celebrities and Influencers like Celebrities and Influencers like [Fandi Ahmad](#), [Victoria Cheng](#), [Paul Foster](#), [Munah Bagharib](#) and about 13 cast from the MediaCorp TV series [KIN](#), showed their support by taking part in this event and garnering the public to join them in their own challenge activity

The total amount raised to date is S\$1,056,766. Public can log into <https://www.scsrelayforlife.sg/> to donate.

RFL is a global movement founded in May 1985 by American Cancer Society. Since then, it has grown into a worldwide phenomenon, raising about \$5 billion to fight cancer. Close to 4 million participants take part in RFL across the globe annually, making it one of the world's largest fundraiser. It is also an excellent platform for cancer survivors, caregivers and volunteers to be recognised, supported and connected via a strong support system.

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**About Singapore Cancer Society ([www.singaporecancersociety.org.sg](http://www.singaporecancersociety.org.sg))**

Established in 1964, Singapore Cancer Society is a self-funded voluntary welfare organisation which provides patient care services to needy cancer patients through its welfare, hospice home 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.

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## ANNEX A

### STAGE 4 CANCER SURVIVORS TAKING PART IN RFL 2021 – 100KM CHALLENGE



When Zoe Yap, (now 39 years old) was first diagnosed with lung cancer, she was only 33 years old and had just given birth to her son a month ago. She was shocked and scared upon her diagnosis. The usual family outings were replaced by trips to the hospitals for consultations and chemotherapy. Unfortunately, despite undergoing various cancer treatments and being in remission, Zoe found out that her cancer relapsed again for the third time in five years. She went through treatments and a stage 4 cancer survivor. Zoe has refused to let her diagnosis define her. She will be participating in RFL 2021 and will walk alongside survivors and fight back against this disease that has taken so much away from her.

Fundraising page: <https://www.scsrelayforlife.sg/participant!C00425FK>



Cherrie Ho is 49 years old. In 2019, she was diagnosed with uterine sarcoma, which is a rare and aggressive cancer. She went through treatment and thought she was doing well. But in Jan 2020, the cancer spread to her right lung and in Oct 2020, the cancer spread to her left lung, pancreatic and bone as well. She went through treatment and it ended in Jan 2021. She is now on targeted therapy and is taking part in RFL 100KM Challenge.

Fundraising page: <https://www.scsrelayforlife.sg/participant!A00005HH>

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## FACTSHEET

### Singapore Cancer Society – TalkMed Relay for Life 2021

- Relay For Life (RFL) is a global movement founded in May 1985 by the American Cancer Society in Tacoma, Washington.
- Singapore is the 25th member country to organise RFL.
- Singapore Cancer Society (SCS) aims to rally the local community together to **CELEBRATE** the lives of those who have battled cancer, **REMEMBER** loved ones lost and **FIGHT BACK** against a disease that has taken many lives. It is also an excellent platform for cancer survivors, caregivers and volunteers to be recognised, supported and connected via a strong support system.

#### **DETAILS OF EVENT:**

**Challenge Period:** 20 – 28 March 2021

**Venue:** Anywhere (virtual event)

#### **Celebrate (Survivor's Lap)**

RFL celebrates life and, most importantly, cancer survivors' victory over the disease. At the physical event, survivors take the first lap around the track to celebrate their triumph while cheered on by the other participants who line the track. The event also recognises caregivers who give time, love and support to their friends, family, neighbours, and co-workers facing cancer.

In view of the Covid-19 pandemic, RFL 2021 will rally the community to come together through a virtual platform to celebrate the lives of cancer survivors and fundraise for the cancer cause.

#### **Remember (Luminaria)**

The Remember segment of RFL honours those who have passed on from cancer and those who have fought against it. During the Remember segment, personalised luminaria bags are lit and placed at the event as glowing tributes to those who have been affected by cancer.

As RFL is going virtual in 2021, Luminaria bags will be showcased online at a virtual on the RFL website (<https://www.scsrelayforlife.sg/luminaria-dedication>).

#### **Fight Back**

This emotionally powerful segment inspires Relay For Life participants to take action and symbolises the commitment that every individual can make in the fight against cancer. The actions taken represents what we are willing to do for ourselves, for our loved ones, and for our community to fight cancer all year-round and commit to saving lives.

## **FIGHT BACK CHALLENGE CATERGORIES**

### **100KM Challenge**

The fight against cancer is a long and arduous battle. The 100KM Challenge signifies that the fight against cancer never sleeps until the cure for cancer is found. This challenge offers all participants the opportunity to declare their fight against cancer and test their mental fortitude.

This year, in addition to walking and/or running, participants will also be allowed to clock their distances by swimming and cycling for 100km or more to show support for the cancer community and let them know that they are not alone in the fight against cancer. Participants who have fundraised a minimum of \$30/person and completed the 100KM individually or with their teammates, will be entitled to a 100KM Finisher T-shirt.

### **My Fight Back Challenge**

A NEW OPEN category – My Fight Back Challenge, allows participants to set up their own challenge to show support and fundraise for the cancer community. This challenge should be an activity that participants are passionate or interested in that promotes good health, body and/or mind.

## **EVENT HIGHLIGHTS**

### **E-badges**

Interested participants are not required to pay a registration fee to join RFL 2021; however, they are encouraged to complete different tasks to receive the event's e-certificates, e-badges and physical entitlements. The virtual event aims to allow its participants to experience the Relay through activities which symbolise the RFL slogan – Celebrate. Remember. Fight Back.

#### **- Celebrate Task**

RFL is about rallying the community to come together to support and fundraise for the cancer cause, hence participants who have fundraised at least \$30 individually will receive a **Celebrate** e-badge, and an event t-shirt.

#### **- Remember Task**

To experience the Remember segment, we would like to invite participants to dedicate or write a message on a luminaria bag to those affected by cancer.

With every \$10 donated, donors will receive an email link to personalise their luminaria bag. Participants must provide the same email as per their sign up when dedicating the luminaria bags, to receive the **Remember** e-badge.

#### **- Fight Back Task**

During registration, participants will choose either the 100KM Challenge or My Fight Back Challenge as their pledge to fight back against cancer. Participants are required to submit a snapshot of their Challenge activity between 20 to 28 March 2021 to receive the **Fight Back** e-badge.

#### **- RFL 2021 Task**

After collecting all three (**Celebrate**, **Remember** and **Fight Back**) e-badges, participants will be awarded an RFL 2021 e-badge and a physical RFL 2021 Medal.