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With Photos

Manulife supports Dress Pink Day to raise breast-cancer awareness

Hong Kong — More than 300 staff and senior management members from Manulife, dressed up in rose-coloured blouses, shirts, ties and handkerchiefs, turned up at the office on an ordinary weekday to show their support of Hong Kong Cancer Fund's Dress Pink Day and their commitment to help raise awareness on breast cancer.

No matter whether they were wearing their pink gear from head to toe or just as a way to jazz up their usual staid business attire, they all shared the same goal – to draw attention to the work of the Hong Kong Cancer Fund and raise donations towards its breast-cancer care services. The latter include a long list of offerings such as recovery packs for women undergoing surgery; a program to help patients adjust to changes in their appearance; workshops on lymphoedema prevention and self-management; education on the use and provision of wigs, hats and scarves; and complementary therapies ranging from yoga to meditation and music to help minimize stress and anxiety.

“Manulife has been associated with the Hong Kong Cancer Fund for 18 years and we regard it as one of the most meaningful charities in the territory,” said Michael Huddart, Manulife's Executive Vice President and General Manager for Greater China. “Patients have to overcome a lot of physical and psychological challenges throughout their recovery journey. I am very pleased to provide our support to them by raising funds through the annual Dress Pink Day.”

According to the latest statistics from the Hong Kong Cancer Registry¹, more than 3,500 women were newly diagnosed with invasive breast cancer in 2012 – a significant increase of 70% as compared to 2002. Breast cancer ranked third among the top five cancers in Hong Kong.

Mr. Huddart remarked, “Manulife is keen to support health-related charitable causes as we believe health is important to everyone. Our participation in the Dress Pink Day as well as other charitable initiatives allows us to give back to the community and won us the designation of Caring Company for the last 13 years.”

Hong Kong Cancer Fund is the city's largest cancer support organisation, providing FREE information and professional support to anyone living with or affected by cancer. Established in 1987, its vision was to better the quality of cancer support in Hong Kong and to ensure that no one faces cancer alone. Their work encompasses public education, cancer research, home care, peer support, complementary therapies, the funding of hospital equipment and much more, filling the gaps in cancer care in Hong Kong and making life better for people touched by cancer.



Photos:



Senior management members and staff at Manulife's Regional and Hong Kong offices were decked out in pink to support Hong Kong Cancer Fund's Dress Pink Day and to help raise awareness on breast cancer.

Note:

¹ Hong Kong Cancer Registry.

<http://www3.ha.org.hk/cancereg/Summary%20of%20CanStat%202012.pdf>



About Manulife (International) Limited

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Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2014, we had 28,000 employees, 58,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of June 2015, we had C\$883 billion (HK\$5,487 billion) in assets under management and administration, and in the previous 12 months we made more than C\$22 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

About Cancer Fund Pink Revolution

Cancer Fund Pink Revolution is Hong Kong's biggest and most comprehensive breast cancer education and fundraising campaign, running every October in line with international breast cancer awareness month. Each year, Pink Revolution reminds women about the importance of regular breast checks and empowers them to take charge of their own breast health with the message that early detection and treatment saves lives. The campaign also raises funds through initiatives such as Shop for Pink and Dress Pink Day, with all funds raised going towards Cancer Fund's FREE breast cancer care services to support women with breast cancer.
www.cancer-fund.org/pink

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