

Reply Form

(Please return to WCRF HK by **17 June 2011**)

Email: fruityfriday-hk@wcrf.org

Fax number: 2520 5202

- Yes! We are taking part in the 2011 Fruity Friday / Move More Day*
(*Please circle the appropriate. Feel free to choose **both!**) in support of a healthy workplace to help fight against cancer. Please send us a promotional pack with an employee sign-up and donation form for circulation amongst staff members.

Enjoy a complimentary Health Talk by our registered dietitians for your staff plus a free Fruity Friday/Move More Day Corporate Web Page Now!

By making a pledge to raise and collect a donation of HK\$5,000 or above, you will be eligible for a complimentary health talk conducted by our registered dietitian in your office. In addition, you will also get a [Fruity Friday/Move More Day corporate page](#) with your corporate message, logo and a team photo on WCRF HK's website where your business contacts, friends and even colleagues from other parts of the world can visit to sponsor your participation in Fruity Friday/Move More Day.

Space is limited. Sign up now by checking the box below (please feel free to check both)!

- Yes! Please schedule a health talk** for us with our pledge to raise and collect a total donation of at least HK\$5,000 to support WCRF HK's work in cancer prevention.
- Yes! Please prepare a corporate web page** on the WCRF HK website for us.

Contact Details

Company Name: _____

Contact Person: _____ Title: _____

Contact Tel: _____ Email: _____

Website: _____

Address: _____

For enquiries, please call 2529 5025 or email: fruityfriday-hk@wcrf.org



About World Cancer Research Hong Kong (WCRF HK)

World Cancer Research Fund Hong Kong (WCRF HK) is a registered charity dedicated to the prevention of cancer by means of a healthy diet and nutrition, physical activity and weight management. Our unique strength lies in the WCRF global network, an international alliance of charities committed to funding research and education programmes that focus on the importance of food and lifestyle choices in the cancer process.



Ask WCRF HK for information on the **Healthy Workplace Challenge** programme too for a long-term partnership with us to achieve a healthier workplace for the wellbeing of your staff and your business!

Visit www.wcrf-hk.org, call **2529 5025** or email healthyworkplace-hk@wcrf.org for more information.

Your support is vital for a cancer-free future!

「防癌未然」
“Stopping cancer before it starts”



World Cancer Research Fund Hong Kong

世界癌症研究基金會(香港)

世界癌症研究基金會(香港)
World Cancer Research Fund Hong Kong

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World Cancer Research Fund Hong Kong

世界癌症研究基金會(香港)

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World Cancer Research Fund Hong Kong (WCRF HK)



Join

“果”
Fruity
Friday

2011-06-24

“喜動”
Move More
Day

2011-06-30

for better workplace health and a cancer-free future!

Sponsors



Patrons

Allen & Overy
Biz Office Ltd.
Bupa (Asia) Ltd.
Esquel Enterprises Ltd.

Gammon Construction Ltd.
International SOS (HK) Ltd.
TANITA Health Equipment H.K. Ltd.

All participants will receive a **Cancer Risk Meter** and have a chance to win a **12-month salad treat** from Just Salad with a min. donation of just HK\$30. The first **1,000 individuals to sign up** will also receive a **Loyalty Discount Card** valued at HK\$200 from Just Salad. Other incentives include complimentary health talks, free dance classes and much more!

Why support Fruity Friday/Move More Day 2011?

According to the World Health Organization, cancer is set to be responsible for almost 10 million deaths per year by 2015. In Hong Kong, it is estimated that the number of new cancer cases will increase by 25% to over 30,000 per year by 2020. The good news is, research funded by the World Cancer Research Fund (WCRF) global network shows that up to a third of the most common cancers can be prevented through a healthy diet - including the consumption of fruits and vegetables, by being physically active, and maintaining a healthy body weight.

Reduce Your Cancer Risk & Support a Cancer-Free Future!

By taking part in Fruity Friday/Move More Day, which are part of WCRF HK's Cancer Prevention Week (24-30 June 2011) to raise awareness of the importance of a healthy diet and lifestyle for the prevention of cancer, not only will you be able to enjoy the many benefits of a healthier workplace, you are also helping to raise vital funds for our research and education programmes for cancer prevention, as well as spreading the positive message that cancer is largely a preventable disease.



How can my company get involved?

You can choose to take part in either **Fruity Friday** on **24 June 2011** or **Move More Day** on **30 June 2011**, or **both of them** during WCRF HK's Cancer Prevention Week (24-30 June).

Fruity Friday: Corporations can simply host a fruity breakfast/brunch/tea party, put a fruit basket in the party, or offer a piece of fruit for your participating staff on the day.

Move More Day: Allow participating staff to dress down to move more on the day, encourage staff to take the stairs, organise a walking group after lunch, walk up to another colleague and talk to them instead of emailing ...

For more creative and fun ideas for Fruity Friday and Move More Day, please visit www.wcrf-hk.org

How can my staff contribute to Fruity Friday &/or Move More Day?

Each participating staff member is invited to make a minimum donation of HK\$30 to WCRF HK to take part in Fruity Friday and/or Move More Day. In return, everyone will get lots of fabulous health promoting gifts and incentives (see list on the next page).

View a complete list of companies who have supported Fruity Friday and/or Move More Day since 2005 on www.wcrf-hk.org



What will you get?

For Individuals

All individual participants with a minimum donation of HK\$30 each will be eligible for the chance to win a 12-month salad treat from Just Salad, and will also receive the following:

- A **Cancer Risk Meter** as a handy tool for individuals to check at a glance factors that increase or decrease cancer risk
- A **Just Salad 10% Loyalty Discount Card** valued at over **HK\$200** for purchase from Just Salad (for the first 1,000 signed up individuals only)
- The summer issue of **Eat Right Live Bright** quarterly nutrition Newsletter from WCRF HK

Other incentives for individual participants include:

Donation total	Incentives for Individuals
HK\$50 or more	A 5-A-Day Cookbook with healthy recipes designed by WCRF HK's registered dietitians to help you easily achieve the goal of having 5 portions of fruits and vegetables a day, plus
HK\$100 or more	A chic multi-purpose bag* - perfect for throwing in your trainers for a work-out/yoga class after work, or
HK\$300 or more	A fab tee shirt from WCRF HK*, or
HK\$1,000 or more	A watch pedometer that helps you count the number of steps taken, calculate the total distance travelled, and estimate the total calories burned*

one bowl of salad at a set value per month for a consecutive 12-month period redeemed at Just Salad from July 2011 to June 2012

*while stock lasts

Donations of HK\$100 or above are tax deductible with a donation receipt in Hong Kong. All receipts will be sent to the participant's company for distribution unless otherwise stated.

For Corporations

- **The top 3 fundraising corporations will win 48, 28, 18 sets of free salads from Just Salad** respectively for a wholesome celebration with staff
- All participating corporations will be acknowledged on WCRF HK's website and in our Newsletter

Other incentives for participating corporations include:

Donation total	Incentives for Corporations
HK\$1,000 or more	One free trial Jazz/Latin/Hip-hop dance class for a maximum of 20 staff by Creation Dancing Academy** **to be arranged on a mutually agreeable Thursday between 8pm - 9pm, or 9pm - 10pm at the Creation Dancing Academy dance studio in Causeway Bay
HK\$2,000 or more	• Waiving of the one-off joining fee of WCRF HK's Healthy Workplace Challenge • Plus the free dance class incentive listed above
HK\$5,000 or more	• A complimentary health talk by WCRF HK's registered dietitian at the participating company's office on a mutually agreeable date • A corporate page with your corporate message, logo and a team photo on WCRF HK's website where your business contacts, friends and colleagues from other parts of the world can visit to sponsor your participation online • Plus the two incentives for corporations listed above

5 Easy Steps to enjoy Fruity Friday &/or Move More Day 2011



- 1 Complete the reply form at the back of this flier and fax/email it back to WCRF HK.



- 2 Nominate a staff member to be the contact person/organiser who will get everyone involved.



- 3 Display the enclosed poster in a prominent position and let everyone know about the Fruity Friday and Move More Day events on 24 June and 30 June 2011 respectively.



- 4 Circulate the Fruity Friday/Move More Day Employee Sign-up and Donation Form (to be provided by WCRF HK upon submission of the reply form). Don't forget to collect a minimum donation of HK\$30 from everyone who takes part.



- 5 Host your very own Fruity Friday/Move More Day in a format that would best suit your company/staff's needs, enjoy the many benefits of a fruity/physically active day and have lots of fun with colleagues during the Cancer Prevention Week of WCRF HK!

