

PRESS RELEASE



World Cancer
Research Fund

www.wcrf-hk.org

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World Cancer Research Fund supports World Cancer Day

World Cancer Research Fund (WCRF) has announced its support for this year's World Cancer Day on February 4.

World Cancer Day is an event by the Union of International Cancer Control (UICC) and this year will be promoting the message that many cases of cancer can be prevented.

It will also be encouraging people to sign the World Cancer Declaration and highlighting the fact that 2011 is likely to be a crucial year in the effort against cancer because for the first time the United Nations will be holding a Non-communicable Disease Summit in September.

As well as giving its support to World Cancer Day, WCRF will be working to promote the day through the media.

Heidi Lau, General Manager of WCRF HK, said: "We are delighted to be supporting the UICC in its valuable work around World Cancer Day.

"By harnessing the energy of cancer-related organisations across the globe, World Cancer Day can play an important role in the effort against the disease.

"We are also delighted that the main focus of this year's World Cancer Day is prevention. We hope it will help highlight the fact that scientists estimate a third of the most common cancers could be prevented through healthy eating, regular physical activity and maintaining a healthy weight.

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“Research we have done has shown that not enough people are aware that what they eat and how active they are affect their cancer risk. We hope that World Cancer Day plays an important part in addressing this.

“We are also looking forward to the UN summit on Non-communicable Disease and working with the UICC to help make sure this results in a strong plan for tackling cancer across the world.”

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For more information contact Heidi Lau on 2529 5025.

About WCRF

World Cancer Research Fund (WCRF) raises awareness that cancer is largely preventable and helps people make choices to reduce their chances of developing the disease.

This includes funding scientific research into how cancer risk is related to diet, physical activity, and weight management, and education programmes that highlight the fact that about a third of the most common cancers could be prevented through changes to lifestyle.

The WCRF report, called *Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective*, is the most comprehensive report ever published on the subject and can be downloaded at www.dietandcancerreport.org

For more information about WCRF, visit our website at www.wcrf-hk.org; or visit our Facebook page at <http://www.facebook.com/wcrfhk>

WCRF HK is part of the global network of charities dedicated to the prevention of cancer. The WCRF global network is led and unified by WCRF International, a membership association which operates as the umbrella organisation for the network. The other charities in the WCRF network are American Institute for Cancer Research in the US (www.aicr.org); World Cancer Research Fund UK (www.wcrf-uk.org) in the UK; Wereld Kanker Onderzoek Fonds in the Netherlands (www.wcrf-nl.org); and Fonds Mondial de Recherche contre le Cancer in France (www.fmrc.fr).