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World Cancer  
Research Fund  
Hong Kong

世界癌症研究基金會(香港)

FOR IMMEDIATE RELEASE

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## **New funding for body fat and cancer research in Asian populations**

World Cancer Research Fund (WCRF) International has announced plans to fund a research project in China or Hong Kong to look at the link between body fatness and cancer.

With obesity rates in Asia increasing even faster than in other parts of the world, the aim of the grant of up to £175,000 over three years is to explore the relationship between body fat and cancer risk in Asian populations.

There is already convincing evidence that body fatness increases the risk of several cancers and this is why WCRF HK, the Asian member of the WCRF global network, recommends people aim to be as lean as possible without becoming underweight.

But most of the current research on body fat and cancer has been done in non-Asian populations. It is hoped the new research grant will help scientists better understand how the different body composition in Asian people might affect the link between body fat and cancer.

Also, some types of cancer are only common in Asian countries, which means the research could be a chance to explore whether and, if so, how these cancer types are linked to body fat.

Heidi Lau, General Manager of WCRF HK, said: “We are delighted to be able to announce that this funding will specifically be targeted at research in China and Hong Kong. This is part of the WCRF global network’s commitment to supporting Asian researchers’ important and innovative work.”

“But even more importantly, the findings will help improve our understanding of the links between body fat and cancer in Asian populations. This will mean that Asian people should have access to better quality information about the effect that maintaining a healthy weight has on their cancer risk.”

“With obesity rates rising across Asia, it is increasingly important that we understand the health implications of putting on weight.”

### **Notes to editors:**

The deadline for scientists submitting a letter of intent is **March 31, 2011**. For more information, researchers can visit [www.wcrf.org](http://www.wcrf.org) or [www.wcrf-hk.org](http://www.wcrf-hk.org)

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## **About World Cancer Research Fund Hong Kong (WCRF HK)**

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

This includes 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 cancers could be prevented through changes to lifestyle. For more information on the charity's work, visit [www.wcrf-hk.org](http://www.wcrf-hk.org)

The WCRF Second Expert Report, called *Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective*, was launched in November 2007 and is the most comprehensive Report ever published on the link between cancer and lifestyle. For more information, visit [www.dietandcancerreport.org](http://www.dietandcancerreport.org)

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