



## **Yakult Launches “Fight Breast Cancer” Campaign to Raise Awareness In the Community and Funds for Breast Cancer Foundation**

**SINGAPORE 6 AUGUST 2020** - Yakult is taking a stand against breast cancer by raising awareness in the community with its new “Fight Breast Cancer” campaign. The Campaign, which will take place island-wide from August to October,—culminates in the Breast Cancer Awareness Month in October, where funds will be raised for its beneficiary, the Breast Cancer Foundation (BCF). The funds will go towards programmes and services for breast cancer beneficiaries as well as mammogram subsidies and awareness outreach activities for the community.

Breast cancer is the number one cancer among women in Singapore with over 2,000 women diagnosed every year. However, when detected in the early stages, the five-year survival rate for breast cancer is high at over 80% with more treatment options available. Yakult supports BCF’s mission to eradicate breast cancer as a life-threatening disease through early detection in hopes of saving more lives and breasts.

This public education and outreach effort will be helmed by Yakult ladies who will wear the highly recognisable pink “Fight Breast Cancer” shirt with the Breast Cancer Foundation Pink Ribbon pin. Throughout the campaign duration, the Yakult ladies will educate communities in Singapore on the disease and methods to aid early detection through their monthly distribution of informative brochures. Communities will have access to information and will better understand breast cancer, how to carry out self-examinations and more. Yakult is empowering women to take care of their breast health with active measures such as monthly self-examinations and regular mammograms.

Dr Minoru Shirota founded the Yakult brand on the belief that health should be promoted and accessible to people worldwide. Yakult’s unique probiotic *Lactobacillus casei* Shirota has been scientifically proven to reach intestines alive. Improving overall gut health ensures nutrients from food are well absorbed to support treatment and recovery.

### **About Yakult Singapore**

Yakult is a premium probiotic cultured milk drink that contains the specially cultivated beneficial bacteria known as *Lactobacillus casei* strain Shirota. First introduced to Singaporeans in 1979, Yakult Singapore continues to be a favourite cultured milk drink and perseveres to spread the benefits of its unique probiotic, *L. casei* strain Shirota along with the principles of Shirota-ism.

Remember, a healthy lifestyle starts with a healthy you!

For more information, please contact: PR & Advertising Department at [pr@yakult.sg](mailto:pr@yakult.sg)

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