PRESS RELEASE   **FOR IMMEDIATE RELEASE**

Nationwide Pink Ribbon Projection Across All Gleneagles and Pantai Hospitals in Support of Breast Cancer Awareness

Education about breast cancer signs and symptoms is extremely important as early detection allows the disease to be caught early and provide a better treatment outcome.

Kuala Lumpur 8 October 2020 – In conjunction with the Breast Cancer Awareness campaign themed 'Turn Up The Pink!', 4 Gleneagles Hospitals and 11 Pantai Hospitals across the nation came together and for the first time simultaneously **projected the Pink Ribbon on their building façade** to show support in advocating awareness & early detection of breast cancer.

The aim for 'Turn Up The Pink!' is to create as much awareness and get women to do regular breast self-examinations and come forward for screening. According to the Breast Cancer Foundation Malaysia, nearly 40% of the new cases identified each year were already in the very advanced stages of the disease. Therefore, this campaign is extremely significant in helping the public gain more awareness on signs, symptoms & early detection of breast cancer. Self-examination, early screening, testing and treatment are most important as this will potentially enable a higher chance of survival.

In line with 'Turn Up The Pink!' as well, other various initiatives throughout this October include **educating the public & patients by providing valuable information** such as identifying symptoms of breast cancer, tips on breast self-examinations, knowing the options of screening methods, myths surrounding the disease, diagnostic and treatment options of breast cancer and many more via the hospitals' website at www.gleneagles.com.my/turnupthepink or www.pantai.com.my/turnupthepink.

Special rates for ultrasound and mammogram screenings are also available at participating hospitals throughout this October. To know more about the special packages, visit the hospitals' website.

In addition, both hospitals are also **organizing Malaysia's First Digital Pink Ribbon** through collections of most number of hashtags and captions from everyone in support of this cause.

Every post that uses the hashtags, #GleneaglesWarriors and #PantaiStrongerTogether will be transformed into small digital 'heart' icons on the hospitals' website, which will then be linked together to form a digital pink ribbon. To view the digital pink ribbon, visit the websites mentioned above.

Everyone is urged to show support and raise awareness of breast cancer by posting creative photos of anything pink, post a caption in support of breast cancer awareness onto their Facebook, Instagram or Twitter and hashtag #GleneaglesWarriors or #PantaiStrongerTogether.

To thank everyone who supports and participates in Turn Up The Pink!, participants will also receive a mystery gift (while stocks last) when they show their post at participating hospitals. They will also stand a chance to win one of the five weekly prizes* for most creative photos and captions. Prizes include smart watch, instant camera, wireless earphone, and smart phones.

For more information about 'Turn Up The Pink!', kindly log onto
www.gleneagles.com.my/turnupthepink/ or https://www.pantai.com.my/turnupthepink/.

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About Gleneagles Hospitals

Gleneagles Hospitals has been leading the way in delivering comprehensive and exceptional patient care in Malaysia for decades. Its name has become synonymous with best-in-class patient experience and excellent results, establishing itself as one of the region's best-known brands in private healthcare.

Gleneagles Kuala Lumpur and Gleneagles Penang are accredited by the Joint Commission International (JCI), an affiliate of the world's most trusted name in accreditation and considered the gold standard in global healthcare. On top of that, all Gleneagles Hospitals are also accredited by the Malaysian Society for Quality in Health (MSQH), an organisation that promotes and improves safety and quality of healthcare services in Malaysia.

Gleneagles Hospitals is part of Parkway Pantai, one of Asia's largest integrated private healthcare providers operating in Malaysia, Singapore, India, China, Hong Kong, Brunei and United Arab Emirates. It is part of IHH Healthcare, one of the world's largest healthcare groups by market capitalisation.

About Pantai Hospitals

Pantai Holdings Sdn Bhd (Pantai Group) is Malaysia's leading integrated healthcare group with a network of 11 Pantai Hospitals, and 4 Gleneagles Hospitals. Pantai Group is anchored by more than 890 doctors and 2,800 nurses in Malaysia, delivering quality, service and value through a full spectrum of integrated healthcare services and a wide range of ancillary services including laboratory and rehabilitation.

Leveraging on a strong track record of managing world-class hospitals, the Pantai Group continues to make a difference in people's lives through excellent patient care, while steadily expanding its reach in markets where demand for quality care is strong and growing.

Pantai Group is part of Parkway Pantai Limited, a subsidiary of IHH Healthcare Berhad (IHH).

For media enquiries, kindly contact:

Catherine Lim	**Vinotharan**
Senior Manager, Marketing Communications & PR	Manager, Public Relations
Malaysia Operations Division	Parkway Pantai
Parkway Pantai	T: 012 3911 759
M: +6012 319 8488	E: vinotharan.kurukullam@parkwaypantai.com
E: catherine.lim@parkwaypantai.com	