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**2022-2023**

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10 March 2023

**FOR IMMEDIATE RELEASE**

**700km Borneo bicycle ride in support of cervical cancer awareness**

**Kuala Lumpur, 10th March 2023** - The Malaysian Medical Association (MMA) is organizing Sepeda Amal Borneo - a long distance 7-day (700km) bicycle ride from Kuching to Bintulu from 15th-22nd July 2023 to raise funds in support of **Program ROSE (Removing Obstacles to cervical ScReEning)** and increase awareness on cervical cancer.

The cycling route covers more than 700km and all cyclists participating will need to have a reasonable level of fitness. The average distance covered per day will be between 100-150km at a speed of between 25-30km/hour and the ride will be capped at a maximum number of 16 cyclists.

Designed specifically for Malaysian women, Program ROSE is an innovative cervical screening program that integrates self-sampling, primary HPV testing and digital health platform using mobile technology, ensuring women who require follow-up are linked to care for treatment, if necessary. This evidence-based approach can help save lives and spare women and their families from the suffering and financial hardship associated with cervical cancer.

"We hope to increase the awareness on the importance of self-screening for cervical cancer. MMA hopes corporate organisations and the public will give their support towards this initiative aimed to raise awareness on one of the most common cancers among women" MMA's President Dr Muruga Raj Rajathurai said.

Funds raised from Sepeda Amal Borneo will go to MMA Foundation and be channeled to ROSE Foundation for its Program ROSE and cervical cancer outreach community development drive.

In Malaysia, cervical cancer is the third most common cancer in women after breast cancer and colorectal cancer. Cervical cancer is caused by high-risk HPV (Human Papillomavirus) types and is the second most common cancer affecting women in the productive age of 15-44.

"Although Pap Smear screening is available at many healthcare centers, only 25% of eligible women had taken the test from 2013 to 2017. We hope that through these efforts, more will be encouraged to take the important step of testing" says Dr Muruga Raj.

"It is always best to be up to date on your health status so that the best health outcomes can be achieved" he added.

Professor Dato' Dr Adeeba Kamarulzaman, Chair of ROSE Foundation, said "Cervical cancer can be detected and prevented early with accurate HPV PCR self-sampling and appropriate follow-up as well as treatment. Regrettably, most women are not screened for cervical cancer regularly with two-thirds (67%) of cases being presented in the late stage. We want to change that, and our goal is to encourage more women to undergo this self-screening for HPV to allow for early detection of abnormalities and subsequently be linked to care."

She added that "Program ROSE's quick, simple, painless and accurate HPV PCR self-sampling screening, goes beyond just screening. By linking the underserved and underprivileged women population to treatment, it will boost the confidence and encourage more women to take the test."

"We would like to thank MMA for selecting ROSE Foundation as the recipient of this year's "Sepeda Amal Borneo 2023" fundraising cycling event. The support and contributions from generous individuals and organizations will enable Program ROSE to screen more women annually. Together, we can help make a positive and lasting difference in the lives of many women in Malaysia."

Those who wish to contribute by participating as a cyclist or making a one-off donation can visit <https://bit.ly/SAB2023cyclist>

Every little bit is a step towards **eliminating cervical cancer** in Malaysia!

Bank transfer details for donations:

Bank Name: UOB  
Bank Account Name: MMA Foundation Donation - 1  
Bank Account Number: 240 305 798 5  
UOB Swift Code: UOVBMKYL (international donations)  
UOB Bank Branch Address:  
UOBM Kepong, 82, Grd Flr, Jln 3/62D  
Medan Putra Business Ctr, Sri Manjalara  
off Jalan Dsara, 52200 KL  
**Transaction details: SAB2023 Donation**

All donations/financial sponsorship is **tax deductible**. All funds collected will be channeled towards the ROSE Foundation after covering operating costs.

For more information, kindly contact:

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