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FOR IMMEDIATE RELEASE

Sepeda Amal Borneo 2023: 20 cyclists complete 6-day ride, RM200k raised in aid of cervical cancer elimination

Bintulu, 22nd July 2023 - A total of RM200k was raised for ROSE Foundation in aid of cervical cancer elimination through the Sepeda Amal Borneo 2023 - a 700km cycle from Kuching to Bintulu. The 20 cyclists (including two cancer survivors and one above knee amputee) participating in the fundraiser, arrived at the finish line at the entrance of the Promenade Hotel, Bintulu yesterday afternoon (Friday 21st July). The team of cyclists took 6-days to complete the ride.

The Sepeda Amal Borneo 2023 charity cycling event is an initiative by the Malaysian Medical Association (MMA) in support of ROSE Foundation to raise funds for Program ROSE (**R**emoving **O**bstacles to cervical **S**cr**E**ening).

"I'm glad all 20 cyclists reached safe without any mishaps! I'm also grateful for our support crew, volunteers, police and medics for without them we could not have done this" said a visibly exhausted Dr Timothy Cheng - founder of MMA's annual charity cycling program and one of the 20 cyclists who rode from Kuching to Bintulu.

"I urge everyone to read more about Program ROSE and find out why cervical cancer awareness is so important" he added.

Professor Dr Woo Yin Ling – Founding Trustee & Medical Technical Advisor for ROSE Foundation, expressed her gratitude and added "I am truly humbled seeing how the community has come together to ensure more women benefit from Program ROSE. Science can never reach communities without their trust and involvement. Thank you to everyone who contributed their time and effort to ensure the success and meaning of this event."

The mock check with the amount was presented to Professor Dr Woo for ROSE Foundation at the Sepeda Amal Borneo 2023's closing ceremony dinner yesterday evening at the Promenade Hotel, Bintulu.

"Sepeda Amal Borneo 2023 is the 2nd cycling fundraiser organized by the MMA. Last year MMA had raised funds for the National Cancer Council (MAKNA) with Cycle for Cancer – a 1,100km ride from Sandakan, Sabah to Sibul, Sarawak and this year we are raising funds for ROSE Foundation's Program ROSE" said Dr Muruga Raj Rajathurai, President of the Malaysian Medical Association (MMA).

“I am sure the 6 days of cycling would have been extremely tiring for the 20 participants but at the same time, enjoyable. Kudos to all the cyclists, volunteers, officials and the organising committee for their efforts, contributing towards making Sepeda Amal Borneo 2023 a success.”

“I wish to also thank the sponsors for their support and contribution. To date, we have raised RM200k however we are still accepting donations until 31st August, so we hope that we will be able to raise at least another RM50k to make it RM250k in total” he added.

Included in the RM200k raised is a donation of RM50k from the MMA.

“The MMA is delighted to have teamed-up with ROSE Foundation in this meaningful campaign with its mission to eliminate cervical cancer prevalence in Malaysia,” said the MMA President.

“We applaud these efforts by ROSE Foundation emphasizing the importance of cervical screening. Through its Program ROSE, it has managed to increase awareness on cervical cancer while significantly making an impact in many women’s lives.”

In conjunction with ‘Sepeda Amal Borneo 2023’, ROSE Foundation is offering free cervical screening via its revolutionary Program ROSE HPV PCR self-sampling tests to all women at over 10 locations across Sarawak from 15th – 23rd July. These screening tests are sponsored by Etiqa Cares as part of their corporate social responsibility (CSR) initiatives with Program ROSE. Program ROSE has so far screened over 600 women in Sarawak.

Cervical cancer is the 3rd most common cancer among women in Malaysia, and Sarawak recorded the highest incidence of cervical cancer cases in the past five years. Many cases were diagnosed at an advanced stage and 75% are below the age of 65. Over the last five years, Malaysia has demonstrated a strong commitment to cervical cancer elimination, with the publication of an ‘Action Plan Towards Cervical Cancer Elimination in Malaysia’ in 2021, encompassing the adoption of Human Papilloma Virus (HPV) DNA testing utilising self-sampling approach for cervical screening. Program ROSE, a community-centric cervical screening program, complements this effort by offering a simple self-swab, that is simple, painless and effective which is unlike the conventional pap test. Samples are then sent to the ROSE laboratory for HPV polymerase chain reaction (PCR) testing with the results communicated via SMS or WhatsApp within three weeks. For those women who tested positive for HPV, ROSE Contact Centre will further refer them to government hospitals for follow-up treatment.

About ROSE Foundation

The ROSE Foundation is a non-profit organisation established in 2019 with the vision of cervical cancer elimination in Malaysia. The foundation's mission is to deliver cervical screening to women in Malaysia using the unique and innovative Program ROSE approach primarily focusing on the underserved and underprivileged population. More information about the ROSE Foundation is available at <https://www.programrose.org>.

About Sepeda Amal Borneo

For more information on our cyclists kindly visit this link:

<https://mma.org.my/cyclists-profile/>

Those who wish to contribute by making a one-off donation, can do so via online transfer:

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 channelled towards the ROSE Foundation after covering operating costs.

Alternatively, donations can be made via <https://give.asia/campaign/removing-obstacle-for-cervical-screening#/>

For more information on Sepeda Amal Borneo, kindly visit:

<https://mma.org.my/sepeda-amal-borneo-2023/>

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