

SPEECH

By YABhg Datin Azrene Abdullah

For Climb with PRIDE-Aconcagua 2007 Press Conference

Venue JW Marriott, Kuala Lumpur

Date 21 November 2006

Ms Ang Kim Sim, Group Financial Controller, **Eau Claire Mineral Water**

Puan Nik Airina Nik Jaafar, Chief Operating Officer, **PLUS Expressways Bhd**

Ms Siti Maslinda Sheikh Othman, Executive Assistant to Group CEO, **Air Asia Berhad**

Ms Leong Dee Lu, **CoreZone**

Ms Johana Hassan, Features Producer, **ASTRO**

Members of the media

Ladies and gentlemen

Assalamualaikum and a very good afternoon

Introduction

1. I am honoured to be here today to officiate the launch of Climb with PRIDE-Aconcagua 2007.
2. This marks another significant milestone in extending PRIDE's message that there is life after breast cancer.
3. You may remember that our maiden project last year was Walk With PRIDE-where our breast cancer survivors took to the catwalk with energy, zest and enthusiasm.
4. As an extension of that message, we are challenging ourselves to take bigger steps and to reach out with a louder voice from a higher plain.
5. It gives me great pleasure to unveil Climb with PRIDE-Aconcagua 2007.

Climb with PRIDE-Aconcagua Team

6. Firstly, let me introduce to you our brave team of PRIDE climbers.
7. **Renee Aziz Ahmad** - a breast cancer survivor who incidentally, was one of the model survivors from the Walk with PRIDE catwalk, will be leading this very challenging expedition.

8. **Khairul Ariffin Ibrahim** - a nature lover, who has participated in many mountaineering expeditions, and more importantly, is doing this in support of his dear friend Rene'e.
9. **Shereen Effendy Lee** - a petite lady who has lost two family members to breast cancer. She hopes that by sharing her experiences with others, she can help improve awareness about the disease.
10. **Harun Rahman** - an accomplished director and cameraman who loves the outdoors - he will be documenting this expedition for Astro.
11. And last but not least is **Captain Zabil Itham Zainol** - who unfortunately, couldn't be with us today due to his flying commitment. He is a passionate sportsman who plans to conquer Mount Aconcagua to pay tribute to his friends who were lost to cancer.
12. Each and everyone of the climbers share a common factor - in that each of them has either been a care giver to a breast cancer patient or has gone through the battle with a family member or a friend.
16. Their participation is significant in extending the message that family support is crucial.
17. Family is often the first port of sympathy –and most often, the last.
18. This is the time our unconditional love is tested and we pray that we will have the strength to be there for the people we love.

On Climb with PRIDE-Aconcagua

Ladies and gentlemen,

13. Climb with PRIDE-Aconcagua 2007 is a 26-day expedition to Mount Aconcagua in Argentina, which is the highest peak in the world outside of Asia.
14. Symbolically, the act of scaling the mountain is similar to the struggle of a patient in overcoming the breast cancer battle.
15. It starts as an uphill path that is monumental and yet with positive thinking, faith, focus and resilience, we slowly overcome our fears -and the reward of the view from the top makes it all worthwhile!!
16. Yet again, Renee represents to all of us that life doesn't have to stop with breast cancer.
17. Renee herself climbed Kilimanjaro in 2005 and it surprised me that she only took up mountain climbing after she was inflicted with breast cancer.
18. So, Renee far from breast cancer stopping her living life - has been a shining example of how life, really started only after breast cancer.

19. This expedition will be filmed by ASTRO so that we are with her and the team every step of the way.
20. We hope Renee would empower all breast cancer patients that with one step taken at a time and with a positive mind, you will triumph. And maybe become even stronger because of it.

Closing- acknowledgements

19. In closing, I would like to express my heartfelt gratitude to all our sponsors and supporters.
20. Without them, this expedition would not have been possible.
21. My deepest appreciation goes to our main sponsor – Eau Claire Mineral Water.
22. I am also very grateful to our other kind sponsors, PLUS Expressway Berhad, Air Asia, CoreZone and PowerBar; as well as to our official broadcaster, Astro.
23. We feel truly blessed with the overwhelming support we've been given.
24. For Renee, thank you for being the inspiration behind CLIMB with PRIDE.
25. I know for a fact if my dearest mother in law, Datin Seri Endon was here today, she would be very proud of you and your team and what you stand for. Breast cancer never stopped her from doing all the things that she loved and for the people that she cared. Thank you for helping PRIDE continue her legacy.
26. I wish you all the very best and may God's blessings be with all of you! Thank you.

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Issued by PRIDE Foundation

For more information, please call Ms Lee May Fern, Senior Executive, Marketing and Communications at 03-2144 9932 / 9952 or email may@pride.org.my

About PRIDE Foundation:

PRIDE Foundation (Pink Ribbon Deeds) is a charity organization dedicated to breast cancer causes. It aims to enhance awareness and improve accessibility to diagnosis and treatment of breast cancer. PRIDE believes that high standards of care should be available at all levels of society. For more details on PRIDE, log on to www.pride.org.my.