



AIA (Cambodia) Life Insurance Plc

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Media Release

AIA Cambodia's Fit for Hope enters seventh year as a nationwide landmark in increasing breast cancer awareness

Phnom Penh, 30 August 2023 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today kicked off the seventh edition of their AIA Fit for Hope breast cancer awareness campaign, which has today emerged a landmark in the Kingdom’s fight against the disease.

The launch also marks the second year the campaign has been endorsed by the Ministry of Women’s Affairs (MoWA). Already the defining event in the nation’s efforts to reduce breast cancer, the recognition strengthens AIA Cambodia’s commitment to share information, escalate the importance of prevention and equip women with a healthier lifestyle.

The month-long initiative centers on three key elements: awareness education, complimentary breast screenings and AIA Pink Run – a new event on 22 October in collaboration with the Cambodia Marathon Committee that replaces the well-received AIA Pink Walk first introduced in 2018.

AIA Pink Run will include a three-day breast health screening expo at Wat Botum Park. Through AIA Fit for Hope, AIA Cambodia also aims to act as a Breast Cancer Community Center where the public, cancer patients and their families can obtain information and engage with other members.

The insurer will also set up a website containing treatment options, costs and other related facts and figures that offer a comprehensive overview and understanding of the disease.

This year’s AIA Fit for Hope campaign will comprise free breast cancer screenings and health education sessions at various locations in Phnom Penh and at selected AIA Cambodia partner hospitals in provinces and cities to ensure these programs are easily accessible.

These primary initiatives are supplemented with online and on-ground activities that aim to provide knowledge on steps to detect, reduce and treat breast cancer, which is the second most prevalent cancer in Cambodia.

The 2022 edition of AIA Fit for Hope saw the highest number of screenings since the campaign’s introduction in 2017. More than 3,000 women underwent tests, and from this number, 492 cases, or 16% of the total, were referred for follow-ups after the detection of breast lumps.

Held in conjunction with International Breast Cancer Awareness Month, AIA Fit for Hope underlines the Kingdom’s leading life insurer’s purpose of providing Cambodians with Healthier,



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Longer and Better Lives. It also aligns with the AIA Group's AIA One Billion initiative to help one billion people in Asia do the same by 2030.

The launch was attended by its guest of honor, MoWA Minister H.E. Kithi Bandith Dr. Ing Kantha Phavi, Mr. Sem Phalla, Secretary General of Cambodian Marathon Committee, AIA Cambodia Chief Executive Officer Mr. Andrew Loh, MoWA and AIA staff, AIA Life Planners, business partners and invited guests.

H.E. Dr. Ing Kantha Phavi said: "The AIA Fit for Hope campaign aligns with the collective vision of our two organizations, which is to raise awareness about breast cancer by encouraging women to undergo screenings as well as how early diagnosis enables better treatment, higher chances of recovery and the saving of lives."

She added: "On behalf of the Ministry of Women's Affairs, I declare my support for AIA Fit for Hope 2023, and wish this important campaign a smooth run and fruitful results. I would also like to call upon all women to undergo breast cancer screenings at the locations and dates set out in the campaign."

Mr. Andrew Loh said: "AIA Fit for Hope is our primary vehicle to grow breast cancer awareness and help Cambodian women lead Healthier, Longer and Better Lives. While our campaign has made inroads in sharing information since its launch, we believe we can do much more with the combined cooperation of the Royal Government, our partners and the public.

"AIA Cambodia is thankful to be endorsed by the Ministry of Women's Affairs. Their backing will allow us to reach more women and provide them additional awareness of risk factors, the benefits of early detection methods such as breast self-examinations and a positive attitude to prevention that increases their chances of avoiding cancer."

Members of the public are strongly encouraged to participate in the free screenings and health education sessions in Phnom Penh and provincial AIA Cambodia partner hospitals.

For updates on AIA Fit For Hope, please visit AIA Cambodia's official Facebook page. For more on AIA Cambodia's comprehensive life, critical illness and accident solutions and medical coverage, do contact AIA Client Care at 086 999 242, visit aia.com.kh or browse www.facebook.com/AIACambodia.

About AIA Cambodia



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AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group with branches and subsidiaries in 18 markets.

AIA Cambodia is guided by our purpose to help Cambodians live Healthier, Longer, Better Lives. Since commencing business in 2017, we’ve become the first life and health insurer to provide coverage on 26 critical illnesses. As among the Kingdom’s premier insurers, AIA Cambodia today offers market-leading life and health solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, medical insurance and overseas emergency assistance.

We focus on building an inclusive society that benefits from a healthy lifestyle, achieving this via community-first initiatives that include partnering the Ministry of Women’s Affairs to further empower gender equality and women’s rights and raising breast cancer awareness through our annual AIA Fit for Hope campaign.

AIA Cambodia also uplifts thousands of underprivileged children by sponsoring the AIA-ISF Youth League – Cambodia’s largest grassroots football league. We collaborate with AIA’s global principal partner, English Premier League club Tottenham Hotspur, to ensure these children receive the education they deserve.

AIA Cambodia is the only Cambodian life insurer awarded HR Asia’s “Best Companies to Work for in Asia” for three consecutive years, from 2020 to 2022. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

More information at www.aia.com.kh

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