



**AIA (Cambodia) Life Insurance Plc**  
12th Floor, Exchange Square,  
Street 106 – 61, Sangkat Wat Phnom,  
Khan Daun Penh,  
Phnom Penh, Kingdom of Cambodia  
AIA.COM.KH

## Media Release

**Endorsed by the Ministry of Women's Affairs, AIA Cambodia's Fit for Hope 2022 breast cancer awareness campaign looks to make a bigger impact**

**Phnom Penh, 15 September 2022** - AIA (Cambodia) Life Insurance Plc ("AIA Cambodia") today launched their annual Fit for Hope campaign, endorsed this year by the Ministry of Women's Affairs, with an overarching aim to increase awareness, amplify the importance of preventive care measures and help Cambodian women embrace a healthier lifestyle.

The launch was attended by guest of honor, Minister of Women's Affairs H.E. Dr. Ing Kantha Phavi, AIA Cambodia Chief Executive Officer Mr. Andrew Loh, Sihanouk Hospital Center of Hope (SHCH) representatives, AIA staff, Life Planners and business partners.

The month-long campaign will also focus on raising funds to enhance SHCH's high-quality screenings, counselling and breast cancer treatments as well as make available affordable health insurance solutions nationwide.

AIA Cambodia will further benefit long-term partner SHCH by continuing to support their breast cancer department. The non-profit hospital, which partnered AIA Cambodia for the inaugural campaign five years ago, operates the nation's longest-running breast cancer program and offers free screenings and other diagnosis and procedures for those unable to pay.

The insurer will complement these initiatives by providing free breast cancer checkups and health education in four provinces - Kampot, Kampong Cham, Siem Reap and Battambang, and three locations in Phnom Penh - SHCH, City Tower and Factory Phnom Penh. The highlight of Fit for Hope's on-ground activities is a 'Pink Walk' and concert at Koh Pich on 22 October, which coincides with International Breast Cancer Awareness month.

Additionally, AIA Cambodia staff and Life Planners will be empowered to take on new roles as breast cancer advocates, which will see them equipped with information on the disease.

H.E. Dr. Ing Kantha Phavi said: "Breast cancer is today the world's most commonly-diagnosed cancer and the most prevalent cause of cancer death in women. We wish to educate women nationwide that they have the means to combat the disease, which affects them not only physically but also mentally and financially.

"We applaud AIA Cambodia and SHCH's annual efforts to highlight the dangers of breast cancer, and will support them to ensure more Cambodian women are better informed about the disease and how screening and early detection makes it easier to treat, offers a higher chance of recovery and saves lives."

Mr. Andrew Loh said: "It's our great honor that Fit for Hope 2022 has been endorsed by the Ministry of Women's Affairs. AIA Cambodia first collaborated with the Ministry in April this



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year on the Promote Health and Financial Wellbeing for Cambodian Women project to further empower gender equality and women's rights. We thank them for joining us in this campaign and look forward to increasing awareness of breast cancer on a larger scale.

“We are also delighted to once again hold our on-ground activities, which were postponed due to the pandemic. These create a long-term impact, reach out to more Cambodians and allow us to connect with them on a one-to-one basis and ensure a fluent exchange of information between Cambodians and SHCH personnel, AIA Life Planners and our staff.”

He added that AIA Cambodia was honored to continue their partnership with SHCH, an organization that has worked tirelessly for close to four decades to battle breast cancer. The collaboration also enables AIA Cambodia to achieve their purpose to help Cambodians live Healthier, Longer and Better Lives and aligns with the AIA Group's AIA One Billion initiative to help one billion people in Asia do the same by 2030.

“We would like to invite Cambodians from all walks of life to come out in full force to support our cause and help by donating to SHCH. There's so much more we can do together, and Fit for Hope will look to build on this collective momentum to ensure all Cambodian women lead Healthier, Longer and Better Lives.”

Members of the public and those undergoing breast cancer checkups and health education at the seven above-mentioned provincial locations can donate cash, starting from \$1, or contribute through their ABA bank account:

- Account number: 004400539
- Account name: AIA (CAMBODIA) LIFE INSURANCE PLC

AIA Cambodia will present an exclusive Fit for Hope t-shirt or umbrella for every \$5 donated as a token of appreciation.

All proceeds will go to SHCH towards supporting breast cancer screening and helping thousands of Cambodian women in need.

For more information on Fit for Hope and how AIA's life and critical illness solutions protect your family and you, please contact AIA Client Care at 086 999 242 or visit [aia.com.kh](http://aia.com.kh).

### **About AIA Cambodia**

*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 wholly-owned branches and subsidiaries in 18 markets.*



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*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 insurer to provide coverage on 26 critical illnesses. As among the Kingdom's leading insurers, AIA Cambodia today offers market-leading life solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, hospital allowances and overseas emergency assistance.*

*We focus on building a 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 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 two consecutive years, in 2020 and 2021. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.*

More information at [www.aia.com.kh](http://www.aia.com.kh).

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