

November 19, 2021

Ocean Network Express launches inaugural #ONEPinkRibbon campaign to raise breast cancer awareness globally

<19 November 2021 Singapore> – Ocean Network Express (ONE) today launches a year-long #ONEPinkRibbon campaign to raise awareness of breast cancer globally. ONE will transform 100 of its iconic magenta shipping containers to feature the pink ribbon – an international symbol for breast cancer awareness – and promote the importance of early detection of breast cancer throughout the year.

In addition to raising awareness, ONE will make a donation based on the annual mileage generated from the customized pink ribbon containers. The donation will go towards a range of breast cancer charities around the world, such as Breast Cancer Foundation (BCF) in Singapore, where ONE is headquartered.

Jeremy Nixon, CEO of Ocean Network Express, said, “We hope to use our global fleet of eye-catching magenta containers to impart a crucial health message and raise awareness of breast cancer globally, not just during Breast Cancer Awareness Month, but all year round.”

Operating in a male-dominated industry gives ONE the unique opportunity to engage both men and women to provide support for people affected by breast cancer, whether it’s someone’s mother, sister, wife or daughter. Educating more men about breast cancer will expand the support network for survivors of the disease, which disproportionately affects more women than men.

According to the World Health Organization, in 2020 there were 2.3 million women diagnosed with breast cancer and 685,000 deaths globally. As of the end of 2020, there were 7.8 million women alive who were diagnosed with breast cancer in the past 5 years, making it the world’s most prevalent cancer.¹



The customized #ONEPinkRibbon containers will feature the company’s slogan “As ONE, we can” alongside the iconic pink ribbon symbol

¹ World Health Organization. 2021. <https://www.who.int/news-room/fact-sheets/detail/breast-cancer>

Preparations are currently underway to adapt and transform 100 of ONE's containers into pink ribbon containers, with the first customized container estimated to set sail by the end of this month. The pink ribbon containers will also be retrofitted with smart devices that will enable ONE to track the distance covered by the customized containers along with their locations.

The #ONEPinkRibbon containers will circulate the globe for a year, culminating in a celebratory finale event at the end of October 2022. Thereafter, ONE will disburse donations to the nominated charitable organizations in each region.

To galvanize support for the initiative, ONE will also be organizing a series of external and internal charity events in collaboration with local charities, non-governmental organizations and research entities that support breast cancer awareness and research. ONE's GHQ in Singapore already held their first internal fundraising event in collaboration with BCF Singapore just last month.

More details on these events will be announced at a later stage. For more information on the #ONEPinkRibbon campaign, please visit: <https://www.one-line.com/en/Pink-Ribbon>

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About Ocean Network Express Pte. Ltd (ONE)

Ocean Network Express (ONE) was launched on April 1, 2018, with its headquarters based in Singapore. As of H1 of 2021, ONE is the sixth largest container shipping company in the world, operating more than 220 ships at a total capacity of around 1.6 Million TEUs. ONE has its global business spanning across more than 120 countries. In FY2020, ONE completed nearly 12 Million TEUs in lifting. Meanwhile, ONE has been actively furthering its endeavors in environmental sustainability and digitalization in its business to fulfil ONE's social responsibilities and deliver maximum satisfaction to its customers. Magenta is its signature corporate color, used on its ships and containers deployed all over the world. For more information, please visit us at <https://www.one-line.com>

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