

“Some mornings stay with you forever” – Avolta & World Future Enterprises celebrate Singapore #KickCancerthon triumph

by Martin Moodie in Hong Kong, China | 13 May 2026

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SINGAPORE. There was a fantastic, uniquely travel retail buzz this morning in front of ArtScience Museum at Marina Bay Sands this morning (13 May).

It came in response to [Avolta](#) and [World Future Enterprises](#) having invited TFWA Asia Pacific delegates to lace up their running shoes for a 5km Run/Walk in support of [#KickCancerThon](#), the travel retail campaign to raise funds and visibility for cancer research.

In line with the campaign’s ‘global + local’ philosophy, all funds raised are being donated to [Children’s Cancer Foundation Singapore](#), an outstanding Social Service Agency whose mission is to improve the quality of life of children with cancer and their families impacted by the disease.

The event raised an amazing S\$16,120 (US\$12,670), a tribute to the passion of co-organisers Avolta Asia Pacific President & CEO Freda Cheung and World Future Enterprises Founder Tonya Tan.



Co-organisers Avolta Asia Pacific President & CEO Freda Cheung (right) and World Future Enterprises Founder Tonya Tan (left) present a giant-sized (in every sense) cheque to Children's Cancer Foundation Singapore CEO Koh Shukai



The donation will aid Children's Cancer Foundation's noble mission to help children and their families at different stages of diagnosis,

treatment and (in a growing number of cases) full recovery



(From left) Tonya Tan, Freda Cheung and The Moodie Davitt Report President Dermot Davitt give a resounding thumbs up to #KickCancerThon



All the #KickCancerThoners gather for a fantastic celebratory shot {Photo: Alexander Roux, Moodie Davitt STUDIO}

After the event, World Future Enterprises Founder & CEO Tonya Tan paid tribute to all participants.

“It was superb, absolutely awesome to see you all in person,” she said. “This morning, as we walked together for **#KickCancerThon**, there was something I did not manage to say.

Behind every child fighting cancer is a family carrying silent strength, fear, hope, and love every single day.



"Today's walk may have only been 5km, but for many children and families their journey is far longer and far harder.

"Thank you for showing up.

"Thank you for walking.

"Thank you for reminding them that they are not alone."

She concluded, "In memory of Sinead Moodie, and in support of the Children's Cancer Foundation Singapore, I am deeply grateful to everyone who came together with so much heart – from Avolta, World Future Enterprises, the travel retail community, and beyond.

"Some mornings stay with you forever. Today was one of them."

Anyone unable to participate can still make a donation via <https://www.giving.sg/donate/campaign/5-km-run-walk-for-children>. Donations are requested from S\$50 per person (US\$39) with generous dollar for dollar matching to a S\$5,000/US\$3,900 cap.



(Above and below) Children's Cancer Foundation Singapore CEO Koh Shukai explains the organisation's life-changing work to participants {Photo: Alexander Roux, Moodie Davitt STUDIO}



{Photo: Alexander Roux, Moodie Davitt STUDIO}



“Sorry Xavier, can I call you back? I’m #KickCancerThoning at the moment.”



Runners and walkers braved the humid conditions to do their bit for #KickCancerThon



Essential Communications Editorial & Key Accounts Director Row Holland leads the way. Not surprisingly perhaps, given Row is in peak condition having 11 days earlier [completed](#) the Royal Marsden Brighton to Eastbourne Marathon Walk, raising an impressive £2,173 (US\$2,935) to date. She also trained in Sinead's and Martin Moodie's home country of New Zealand just before that, which explains the Kiwi T-shirt. If you wish to help that total please click [here](#).





#KickCancerThon continues to attract amazing support from our business community globally. Click [here](#) for our latest coverage. We will bring you more remarkable stories this week as the campaign nears its conclusion.

Over the years, Children's Cancer Foundation has helped more than 4,000 children and their families at different stages of the illness and recovery.





Poignancy and joy combine in this lovely montage. (Left) Avolta Asia Pacific President & CEO Freda Cheung had these two stuffies created bearing the images of the late Sinead Moodie (the creator and driving force behind #KickCancerThon) and her father Martin, who is not at the show for family reasons. (Right) Mondelez World Travel Retail Mondelez Head of Global Sales Carlos Granados Moyano (left) and Vice President & Managing Director Joost Rosmuller show a good turn of pace.



For very different reasons Martin and Sinead Moodie could not be present but they were very much there in spirit (and image).

Pictured from left are The Moodie Davitt Report President & Editorial Director Dermot Davitt; Avolta Asia Pacific President & CEO Freda Cheung; World Future Enterprises Founder Tonya Tan; Children's Cancer Foundation Singapore CEO Koh Shukai and CCF Head, Community Partnership and Communications Grace Tan.

#KickCancerThon is the brainchild of the late **Sinead Moodie**, who was Chief Operating Officer for The Moodie Davitt Report at the time of the campaign's launch.

As revealed in her August 2025 **Blog**, Sinead was diagnosed last July with NUT Carcinoma Lung Cancer, a rare, ultra-aggressive variant of the disease. She subsequently underwent chemotherapy and immunotherapy treatment at The Royal Marsden Hospital in London.

Tragically, Sinead **lost her battle for life on 1 February**, the very same day **#KickCancerThon** officially kicked off. The campaign continues in her honour.



From sadness comes purpose, beautifully encapsulated in this image



The Moodie Davitt Report team join with Avolta Asia Pacific President & CEO Freda Cheung (left) and World Future Enterprises Founder Tonya Tan (third from left) for this morning's big event. From right are our #KickCancerThoners Hannah Tan, Aran Turner, Zhang Yimei and Dermot Davitt.



**Aran, Hannah and Yimei are then joined by our Publisher Irene
Revilla (second left)**



**Now this is what you call a real (and Real... and Atlético) Madrid
selfie as a madrileños and madrileñas in the form of Mondelez
World Travel Retail Mondelez Head of Global Sales Carlos
Granados Moyano (the Real deal) and The Moodie Davitt Report
Publisher Irene 'Atlético' Revilla gather at the starting line**



Irene Revilla and Dermot Davitt proudly don their #KickCancerThon t-shirts in honour of their fallen colleague Sinead Moodie



Irene Revilla is joined by Sky Connect Founder and Commercial Director, the irrepressible Catherine Bonelli



Hannah Tan, Catherine Bonelli and Tonya Tan are all ready to go as time ticks down to the start



Joint selfie time for Osborne Group Global Travel Retail Manager Cathy Rolland, Irene Revilla and Zhang Yimei



Jessica's Secret's Founder, Chairman and CEO Mirko Wang and The Moodie Davitt Report President Dermot Davitt compare notes



Moodie Davitt STUDIO Videographer and Director Alexander Roux films (from left) Freda Cheung, Tonya Tan and Dermot Davitt for a post-event interview















