

# OCTOBER IS BREAST CANCER AWARENESS MONTH

## PINK NIGHT RAISES HOPE

### OUR BUREAU

As part of its campaign towards Breast Cancer Awareness, Ushalakshmi Breast Cancer Foundation (UBF) illuminated historic landmarks and prominent buildings of the city in pink at midnight on Wednesday.

Charminar, Buddha Statue, Ravindra Bharathi, Prasad IMAX and KIMS Hospitals were illuminated in pink to spread the message of hope, survival and courage for people fighting the cancer. The initiative was also a reminder for women over 40 to get themselves a mammogram.

Dr P Raghu Ram, CEO and Director of UBF discussed about the initiatives that UBF will be initiating from October 1. In a first-of-its-kind partnership in South Asia, UBF is partnering with GMR Airport for 10 days to empower upto 10,000 passengers with information of breast cancer. A short film made by Mani Shankar will be intermittently played along with the video highlighting breast health at the airport terminal building.

In addition, the seventh 'Pink Ribbon Walk' organised by 'Association of Breast Surgeons' and Margadarsi group, will be held at KBR Park, Jubilee Hills on October 11 at 6.30 am.

More than 60 per cent of cases of breast cancer in India are in advanced stages. "Lack of awareness and absence of an organised National Breast Cancer screening programme are the main reasons accounting for late presentation," said Dr Raghu Ram.

The only way to fight the disease is early detection. Explaining the details of screening initiatives, Dr Raghu Ram said, "We are implementing South Asia's first large scale population based breast cancer screening programme in Telangana and Andhra Pradesh."

With initiatives such as these, hope remains alive for people suffering with breast cancer. Many prominent people in the city including Ramoji Rao, along with actress Charmi, actor Nagarjuna and his wife Amala are supporting the campaign this year.



Buddha Statue, Tank Bund



Charminar



Ravindra Bharathi, Lakdi ka pul



Prasad's IMAX, Necklace Road



KIMS Hospitals, Secunderabad