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PRESS RELEASE

HYDERABADI HEARTS BEAT FOR BREAST CANCER AWARENESS

NINTH EDITION OF PINK RIBBON WALK FLAGGED OFF BY TOLLYWOOD ACTOR, TAMANNA (CHIEF GUEST) & DHARINI (WHO CONQUERED BREAST CANCER AFFECTING BOTH BREASTS AT THE AGE OF 24)

THOUSANDS PARTICIPATE - CREATING AWARENESS & SALUTING BREAST CANCER CONQUERORS

The slogan '**DOES YOUR HEART BEAT FOR EARLY DETECTION OF BREAST CANCER?**' resonated with 'Hyderabadis' who extended unprecedented support to the NINTH EDITION of the **2K PINK RIBBON WALK** organized by Ushalakshmi Breast Cancer Foundation (UBF) & KIMS-USHALAKSHMI Centre for Breast Diseases on **Sunday 8 October** at KBR Park, Hyderabad. The hugely successful event was Flagged off by TAMANNAH(a well known actor) along with DHARINI (a young breast cancer 'conqueror' who fought breast cancer affecting both breasts at a young age of 24). Some 3000 People from all walks of life, Breast cancer 'conquerors' & their families in addition to a huge contingent of Students from old city participated, expressing solidarity with the Pink Ribbon Campaign.

The aims of Pink Ribbon Walk are to create awareness about importance of early detection of breast cancer, salute survivors in their fight against breast cancer, and equally, spread the message of hope, courage & survival in the fight against breast cancer.

Mr.B. Krishnaiah(Chairman KIMS), Dr. B. Bhaskar Rao(MD & CEO KIMS), Dr. P. Raghu Ram(CEO, Ushalakshmi Breast Cancer Foundation & Director, KIMS-USHALAKSHMI Centre for Breast Diseases), Dr. Ushalakshmi (Founder Chairman, Ushalakshmi Breast Cancer Foundation), Mr. K. Padmanabhaiah (Chairman, ASCI), Mr. Hardayal Prasad(CGM, SBI), Mr Faisal Khan(Sr Vice President, Synchrony Financial), Mrs Van Fleming(Spouse of British Deputy High Commissioner for Hyderabad), Mr.Ramesh Prasad(Chairman, LV Prasad group) & a host of other celebrities, people from all walks of life and who's who of Hyderabad participated in the Pink Ribbon Walk 2017 edition.



To mark the beginning of International Breast Cancer awareness month, Ushalakshmi Breast Cancer Foundation & KIMS-USHALAKSHMI Centre for Breast Diseases has been organising the PINK RIBBON WALK - Hyderabad's signature annual event since the past nine years. This year the PINK RIBBON WALK was PRESENTED by STATE BANK OF INDIA. SYNCHRONY FINANCIAL LTD was the PRINCIPAL PARTNER & KALANJALI, KARVY GROUP, PRASADS IMAX & OROSPORTS (ASSOCIATE PARTNERS) extended rock solid support to the PINK RIBBON CAMPAIGN this year.

Established in October 2007, Ushalakshmi Breast Cancer Foundation & KIMS-USHALAKSHMI Centre for Breast Diseases has completed TEN positively eventful years serving the community in the Telugu States. Over the past decade, a number of unique and innovative initiatives were undertaken to empower people about importance of early detection of breast cancer, that has attracted national and international appreciation, thus transforming breast cancer from a 'taboo' issue to a much commonly discussed issue, which is essential to save scores of lives from the commonest cancer affecting women in our Country.

In India, well over 150, 000 women are newly diagnosed with breast cancer every year; a staggering number that has overtaken cervical cancer to become the most common cancer affecting women. Contrary to the western world where breast cancer is common after the age of 50 years, the highest incidence of breast cancer in India is between the ages of 40-50 years; at least a decade earlier than the West. More than 70, 000 women succumb to breast cancer every year - a woman dies of breast cancer every ten minutes in India. More than 60% of breast cancers in India present in the advanced stages and hence death rate from breast cancer is also very high. Lack of awareness & absence of an organized National Breast cancer screening programme are the main reasons accounting for late presentation.

Dr. P. Raghu Ram

Padma Shri Awardee
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CEO & Director, Ushalakshmi Breast Cancer Foundation, Hyderabad
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