

## **Breast Cancer Awareness Month in Egypt October 20<sup>th</sup> 2009**

Under the patronage of Egypt's First Lady H.E. Mrs. Suzanne Mubarak, Susan G. Komen for the Cure® in cooperation with the Movement and various partners launched various unforgettable events in honour of Breast Cancer Awareness Month.

The U.S. nonprofit organization Susan G. Komen for the Cure®, which pioneered the use of public footraces to break the taboo on discussing breast cancer and has become the world's largest breast cancer advocacy organization and source of private funding for breast cancer research and care.

The initial idea to partner in organizing several large-scale events promoting breast cancer awareness in Egypt came to fruition during a meeting between H.E. Mrs. Suzanne Mubarak and Ambassador Nancy Brinker, the brainchild of the association in 2006, at the Middle East World Economic Forum in Sharm El Sheikh.

Upon their arrival to Egypt, Mrs. Mubarak congratulated Ambassador Brinker and her team for their “unwavering determination to eradicate Breast Cancer through partnerships, scientific research and advocacy, education and awareness”. Mrs. Mubarak also said that she was pleased to see the Women's International Peace Movement join efforts in the fight against breast cancer because “enhancing the health and well being of our societies lie at the heart of our vision for peace. It is pre-requisite to building safer communities; for achieving our developmental goals”.

As part of the activities being held this month, leaders of the partner organizations attended together a public ceremony called “Breaking the Silence in Egypt: A Celebration of Breast Cancer Awareness” hosted at the Suzanne Mubarak Regional Center in Alexandria on October 21<sup>st</sup>, 2009.

Featured speakers included Egypt Minister of Health Dr. Hatem El Gabaly, U.S. Ambassador to Cairo Margaret Scobey, Mrs. Nagwa Shoeb, director-general of the Movement; Komen for the Cure President and CEO Hala Modellmog, along with Dr. Mohamed Shaalan, chairman of the Breast Cancer Foundation of Egypt (BCFE); Dr. Dorreya Salem, director of Egypt's National Breast Cancer Screening Program; and Dr. Hassan Sallam, director of the Suzanne Mubarak Regional Center for Women's Health and Development (SMC), as well as Egyptian Breast Cancer Survivors.

### **Pink at the Pyramids**

In honour of Breast Cancer Awareness Month, the great Giza Pyramids turned pink...as symbol of hope and solidarity and a call for courage and determination to eradicate this pervasive disease.

In her address, Mrs. Mubarak paid tribute to the role of women in fighting this terrible disease.

“Breast Cancer may know no boundaries, but neither do the millions of women leaders, activists and survivors who are fighting to end breast cancer. We need to redouble our efforts in supporting them, in empowering them. We need to help remove the obstacles that hinder their participation, make their voices heard at the heart of the decision-making processes” said the First Lady.

“Today, Egypt’s ancient pyramids glow in bright pink in support for the mothers, daughters, sisters who are struggling with breast cancer, in honour of the millions of women who by fighting this disease, have paved the way for progress. I say thank you to these women, and to Susan G. Komen for the Cure Association. We look forward to continuing on this journey with you”

## **Race for the Cure kicks off at the Great Pyramids of Egypt**

On October 24, 2009 more than 6000 people participated in the 2009 Egypt Race for the Cure organized by the Movement in partnership with Susan G. Komen for the Cure and the Breast Cancer Foundation of Egypt (BCFE) at the Great Pyramids of Giza.

While bringing national and international attention to the disease, the Race for the Cure was also designed to serve as a healing event for breast cancer survivors and their families and friends, and a positive step of people joining forces to beat the disease. Awards and prizes will be given to top finishers; teams will be recognized; and live music and exhibitors will add to the celebratory atmosphere.

“Runners and walkers alike will break the silence that surrounds breast cancer in Egypt, North Africa and the Middle East,” said Ambassador Nancy Brinker, the Founder of the Susan G. Komen for the Cure. “This historic Egypt Race for the Cure will send a powerful global message celebrating survivorship and promoting early detection.”

Somewhere in the world, a woman dies of breast cancer every 68 seconds on average. The incidence of breast cancer is rising in Egypt and other countries in the Middle East and North Africa.

The 1.5-km run or walk across the legendary site was followed by a parade for all participants and families. Families and teams affiliated with local institutions will attend. An awards ceremony will recognize breast-cancer survivors.