



FRIENDS
OF CANCER
PATIENTS
We are always with you



Pink Caravan October Campaign Report

2025



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Executive Summary

The Pink Caravan 2025 Breast Cancer Awareness Campaign marked another impactful year in advancing early detection, community engagement, and preventive healthcare across the UAE. Through a series of well-coordinated initiatives, the campaign successfully reached thousands of individuals, reinforcing the importance of regular screening and awareness.

During the campaign period, a total of 19,527 individuals were screened, including 881 mammograms, delivered through a combination of 31 days of fixed clinic operations and extensive outreach activities. In addition, over 100 activations were conducted nationwide, alongside 9 community engagement events held across 11 days, bringing vital awareness and screening services directly to communities.

These efforts were made possible through the dedication of healthcare professionals, volunteers, and valued partners who worked together to ensure accessible, high-quality breast health services. The 2025 campaign stands as a strong testament to Pink Caravan's continued commitment to saving lives through early detection, education, and community empowerment.

Breast Cancer Awareness Campaign

Impact at a Glance



100⁺

Medical activations



19,527

Free Breast Cancer screenings across the UAE during Pink October



17,283

Female



2,244

Male

260⁺

Fixed clinic activations across 31 days of operations in 11 locations



10,000⁺

Hours

Contributed by Medical professionals



881

Mammogram Screening



10⁺ Days
Community
engagement
Activations



4^{*} Positive
Cases

25 more cases are
Identified as highly
suspicious cases
and send to further
diagnostic evaluation.



12,000⁺
Participants

*Note: This data is recorded up to December 2025, and additional cases continue to be referred for further diagnostic evaluation.

Breast Cancer Awareness Campaign

Community Engagement Events

Pink Caravan three-day community event at Aljada, Sharjah



3 Days

Duration



1,134

Breast Cancer Screening



8,140

Participants

The Pink Caravan three-day community event at Aljada, Sharjah transformed the area into a vibrant hub of activity, compassion, and breast cancer awareness. Held as part of the annual Pink October campaign, the event titled “A Community Through Her”-attracted over 8,000 attendees, creating a strong platform to promote early detection, preventive care, and community well-being.

The event offered free clinical and mammogram screenings alongside interactive workshops, roaming performances, and engaging family-friendly activities. Together, these elements created a meaningful blend of healthcare, education and community connection, reinforcing Pink Caravan’s mission to raise awareness and support cancer prevention across the UAE.

Event Highlights:

- **Screenings:** Conducted 1,134 breast clinical examinations on-site, offering free mammogram and early detection screenings for men and women.
- **Activities:** The event offered engaging activities for all ages, including face painting, workshops, roaming performances, and T-shirt decorating, while teenagers enjoyed gaming zones and video challenges. The blend of healthcare services and family-friendly entertainment created a warm, inclusive atmosphere that encouraged strong community participation.
- **Attendance:** Attracted over 8,000 attendees.



Health & Wellness Activities

The event featured a range of health-focused initiatives aimed at promoting early detection and preventive care. The Pink Caravan mobile clinics played a central role by providing mammography screenings for women aged 40 and above, along with clinical breast examinations for both men and women over 20, supporting early diagnosis and timely medical attention.

Complementing these services, Wellfit offered general health check-ups to encourage overall wellness. Adding to the experience, visitors explored the Manbat Market, featuring organic fruits, local produce, and healthy dishes - with part of the proceeds supporting Pink Caravan and FOCP’s cancer care programmes.

Partner organisations also joined in, including the Irthi Contemporary Crafts Council, which hosted workshops celebrating traditional Emirati crafts and community engagement.



Sponsors:

<p>Platinum Sponsor</p>  <p>Crescent Petroleum</p>	<p>Venue Partner</p>  <p>ARADA</p>	<p>Gold Sponsor</p>  <p>ELLINGTON PROPERTIES</p>	
<p>Mobility Partners</p>  		<p>Bronze Sponsors</p>   	
<p>Activation Partners</p>     			<p>Supporters</p>  



Breast Cancer Awareness Campaign

Community Engagement Events



Ralph Lauren Pink Pony Community Activation



530 Participants

Charity Walk & Wellness Classes



51 Screening

Awareness Activation

As part of the October Breast Cancer Awareness Campaign, Ralph Lauren marked 25 years of its Pink Pony initiative through a community activation in Dubai, promoting wellness, early detection, and collective action. All proceeds from the charity walk, wellness classes and selected Pink Pony collection sales were donated to Pink Caravan, reinforcing the power of strategic partnerships in advancing breast cancer awareness and early screening efforts across the UAE.





Battle Cancer Fitness Challenge



800

Athletes



200

Teams



70 Screening

Awareness Activation

The Battle Cancer event engaged 200 teams (800 athletes) in a dynamic 90-minute fitness challenge across 9 high-intensity stations, promoting strength, teamwork, and resilience. Complementing the competition, 70 free breast cancer screenings were offered on-site, reinforcing the message of early detection and proactive health awareness through an impactful community activation.

Paint the Desert Pink



206

Off-road Vehicles



10+

off-road Clubs



457

Attendees

Paint The Desert Pink united the UAE's off-road community during Pink October campaign, bringing together 206 vehicles and 457 participants from across all seven emirates. The activation featured a powerful pink ribbon in the desert using 202 GPS waypoints. The activation successfully combined visual storytelling, community engagement, and awareness impact, reinforcing collective commitment to breast cancer awareness and early screening.



Breast Cancer Awareness Campaign

Community Engagement Events



Arabian Automobiles Company #Drive to Zero



5 km

Distance Covered



150

Participants



44 Screening

Awareness Activation

The Arabian Automobiles Company #DriveToZero campaign was a purpose-led Pink October initiative focused on promoting breast cancer awareness and early detection. The campaign encouraged strong community participation through its “1 Run 8 Experiences” activation, centered around a public run complemented by multiple wellness-focused activities. Participants engaged in warm-up fitness sessions, health talks, free general check-ups, children’s activities, and breast screening services. The campaign emphasized awareness and early action through broad community engagement.





The Pink Tour



2 Days

Duration



100+ km

Distance Covered



200+ Cyclists

Participants

The Pink Tour 2025 delivered a clear and powerful message of awareness, unity, and action. Over 200 professional cyclists took to the streets of Expo City Dubai and Global Village, riding together in a strong show of solidarity to remind women everywhere that early detection is the first and most critical step toward action.

More than a cycling event, The Pink Tour served as a moving platform for advocacy-promoting active lifestyles while amplifying the importance of breast cancer awareness during Pink October.

PINK Ride - Harley Davidson



360

Riders & Bike



400

Attendees

The Pink Ride, organized by Hawks Motorcycle Club in partnership with Harley-Davidson, successfully brought the biker community together in support of breast cancer awareness during Pink October. The event witnessed the participation of over 360 riders and bikes, demonstrating strong community solidarity and advocacy for early detection. Hosted at the Taj Exotica Resort & Spa, the event welcomed over 400 attendees, including pillion riders and family members, reinforcing the importance of early detection through strong community engagement.



Breast Cancer Awareness Campaign

Mobile Clinics Activations

As part of the campaign's commitment to promoting breast cancer awareness and early detection, Pink Caravan mobile clinics played a central role in delivering outreach services through over 100 awareness activations, including 31 public events and 71 corporate activations. These initiatives provided accessible breast health awareness education, mammography screenings for women aged 40 and above, and clinical breast examinations for both men and women aged 20 and above across community and workplace settings.

By engaging both public and private sector partners, the mobile clinics encouraged proactive health behavior among employees and the wider UAE community. This collaborative approach strengthened awareness, improved access to early detection services, and reinforced a shared commitment to preventive healthcare across the country.



Activation Highlights:

Screening: Offered over 800 free breast cancer mammogram screenings and over 7,500 clinical examinations to ensure easy access to essential health checks.

Engagement: Promoted a culture of health within workplaces by supporting employee well-being through awareness and preventive wellness initiatives.

Awareness Sessions: Educated corporate employees on the importance of early detection and breast cancer prevention, reaching over 2,900 attendees.

Outreach: Extended outreach to a wide and diverse audience, providing community members and employees with accessible health information and services.

Collaborative Efforts:

Building on strong partnerships from previous years, the campaign continued to collaborate with over 75 partners across corporate, government, and educational sectors. These collaborations played a vital role in expanding outreach and delivering impactful activations. Key partners included Sharjah Media City, Dubai Holding Community Management, Starbucks, MSD, Yas Assets, Al Futtaim, Novartis, Sharjah Retail, TECOM, SHEIN, Sharjah Asset Management, Sharjah Sustainable City, Ralph Lauren, Al Rostamani Real Estate, Wasl Properties, Apparel Group, Alef Group, and many others.







Breast Cancer Awareness Campaign

Fixed Clinic Activations



Over 11,916

Screening in 10 Fixed clinics

31 Days Fixed Clinic Activation – 7 Emirates

A nationwide fixed clinics initiative played a vital role in expanding access to breast health services during the campaign. Across 31 days of operations in 11 locations, the program delivered over 260 clinic activations nationwide, significantly expanding early detection outreach across the UAE. By offering free clinical breast examinations alongside breast health education, the clinics created welcoming and accessible touchpoints for women to take proactive steps toward their health.

The response from the community was significant, with over 11,000 women choosing to undergo clinical breast examinations. This level of participation reflected growing awareness, trust, and confidence in early detection services, while underscoring the vital role of fixed clinics in driving long-term preventive health behavior. The success of this initiative highlights the collective impact achieved through strong partnerships, consistent outreach, and a shared commitment to improving women's health across the UAE.

Venue Partners:





Al Majaz, Sharjah



Mall of Al Ain, Al Ain



Nesto, Ajman



City Walk, Dubai



City Center Mirdiff, Dubai



Lulu Mall, Fujairah



Mall of UAQ, Umm Al Quwain



Mushrif Mall, Abu Dhabi



RAK Mall, Ras Al-Khaimah

Breast Cancer Awareness Campaign

Collaborations



Medical Partners



Advanced Care
Oncology Center



مجموعة مستشفيات الإمارات
Emirates Hospitals Group



Medical Partners Contribution

Strategic collaboration with leading healthcare providers played a critical role in strengthening Pink Caravan's early detection and patient referral pathway. Through these partnerships, vital diagnostic services, and referrals were extended to beneficiaries requiring further medical investigation beyond initial screening.

During the campaign, medical partners not only provided on-ground **medical teams** to support screening and referral activities but also collectively contributed **465 mammogram vouchers** and **415 ultrasound vouchers**, ensuring timely access to essential diagnostic services. In addition, partners offered a range of discounted and **fully subsidized investigations** including **free mammograms**, and **reduced rates for advanced imaging** significantly easing the financial burden on patients requiring further care.

These contributions enhanced continuity of care through direct referral pathways, hospital vouchers, and first-time patient fee waivers, reinforcing a patient-centric approach to early detection and treatment. The collective effort of medical partners ensured that no patient was left without access to the next stage of care, strengthening outcomes and trust in the screening journey.

Breast Cancer Awareness Campaign

Collaborations



Energy Partner

As part of its commitment to community health and wellness, Zual Water supported the Pink Caravan campaign by sponsoring 100,000 water bottles for distribution throughout the month of October. The sponsorship ensured that community members visiting Pink Caravan clinics and attending public awareness events remained well-hydrated while accessing breast cancer screening and education services.

This contribution enhanced the overall visitor experience across clinics and activations, reinforcing the importance of hydration and well-being alongside early detection and preventive healthcare.

Awareness Activation Supporting Partner

As part of Breast Cancer Awareness Month, MSD supported Pink Caravan in activating the Fixed Clinic for 14 days at City Centre Mirdif, creating an accessible screening point for the community in a high-footfall public location.

This support enabled Pink Caravan to offer free breast cancer screenings for 975 women, encouraging early detection and raising awareness among shoppers, families, and visitors throughout the activation period.

Silver Sponsor: 



Breast Cancer Awareness Campaign

Collaborations



Over 150,000 km

Travelled across the UAE

Mobility Partners

الرسـتـمـانـي
AWR OSTAMANI

Arabian Automobiles



Mobility Partner

During Breast Cancer Awareness Month, Arabian Automobiles Company and SHIFT Leasing played a critical operational role in powering the Pink Caravan campaign across the UAE by providing 20 vehicles throughout October.

Over the course of 31 days, these vehicles collectively travelled more than 150,000 km, ensuring the uninterrupted movement of medical teams, the mobilization of mini mobile clinics, and the efficient setup of medical activation venues across multiple locations nationwide.

This substantial in-kind contribution enabled Pink Caravan to:

- Transport doctors, nurses, and volunteers safely and on time
- Mobilize screening units across emirates
- Execute daily medical activations smoothly and efficiently
- Deliver timely and uninterrupted early detection services across public and corporate settings throughout the UAE
- Reduce dependence on external vehicle rentals
- Generate significant operational cost savings

The savings achieved through this mobility support allowed Pink Caravan to redirect resources toward expanding breast cancer screenings, awareness initiatives, and community outreach, ultimately helping the campaign reach more beneficiaries during this critical month.



Breast Cancer Awareness Campaign

Media Overview

PR Insight

 **24**
Press Materials

 **226**
Media Clippings

 **14**
Media Interviews

Social Media Insight

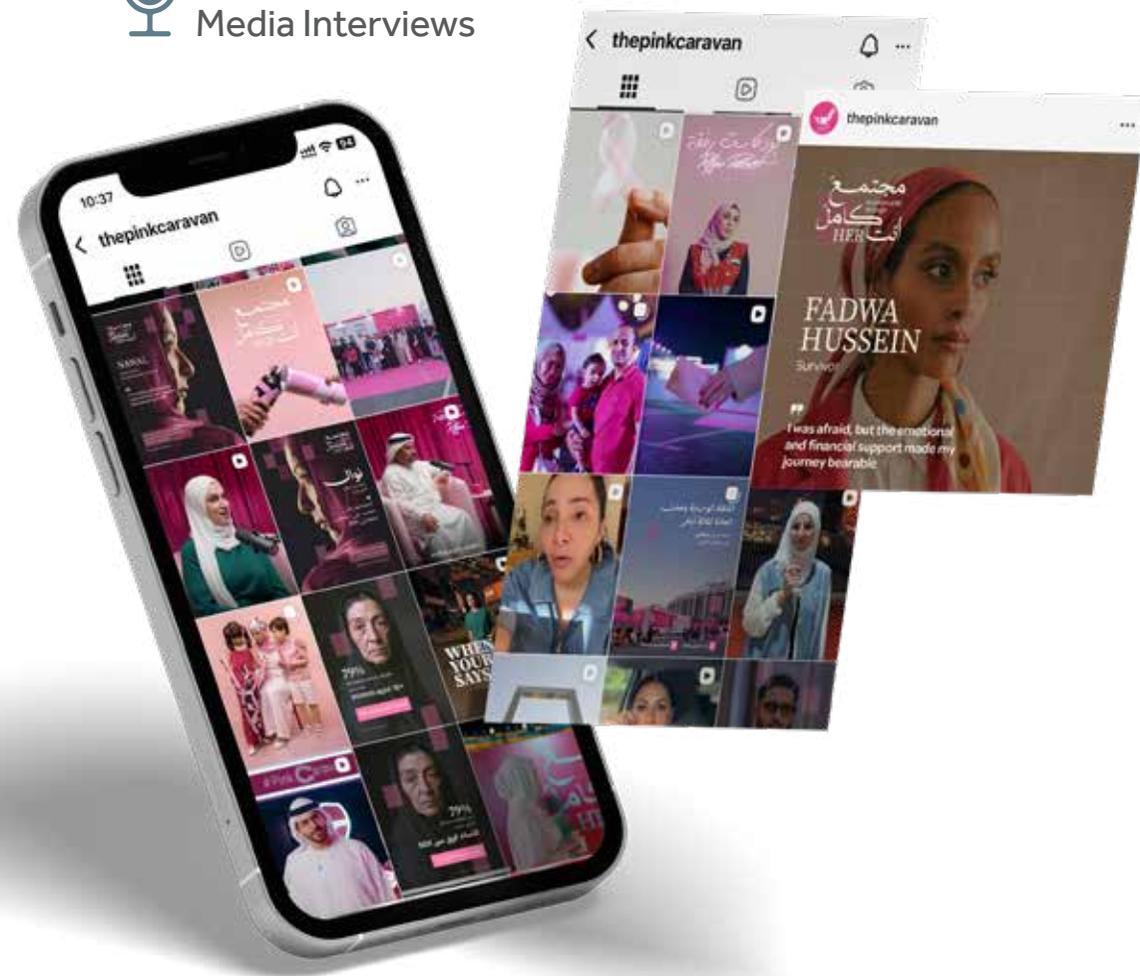
 **3.4M**
Impressions

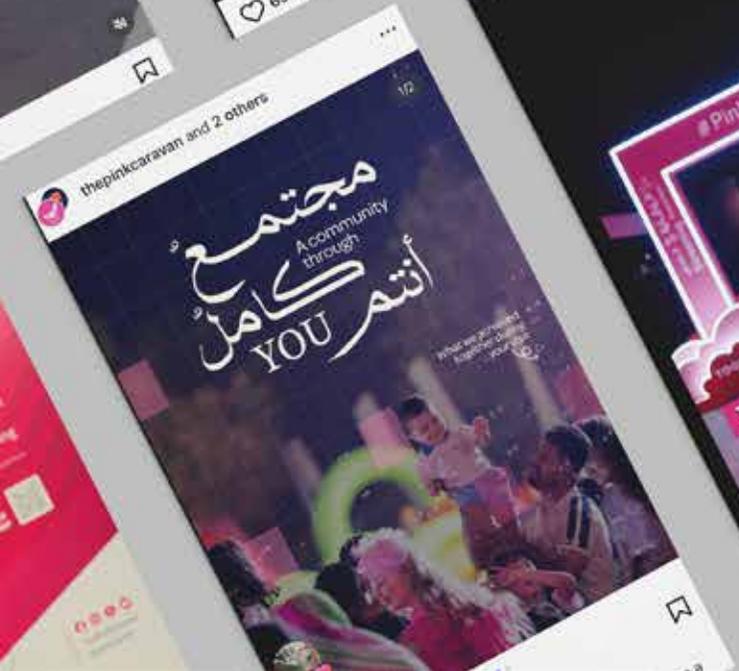
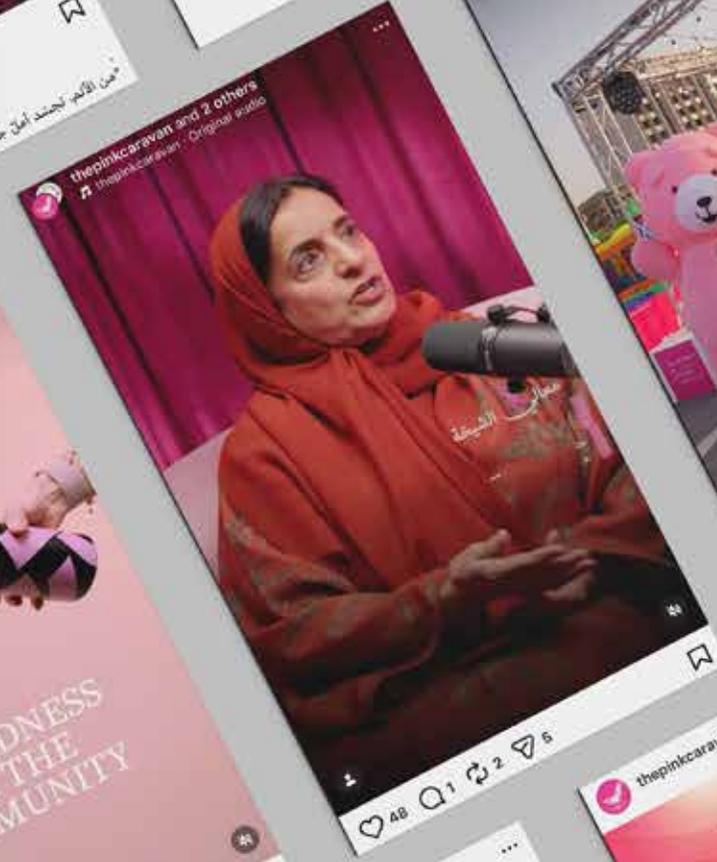
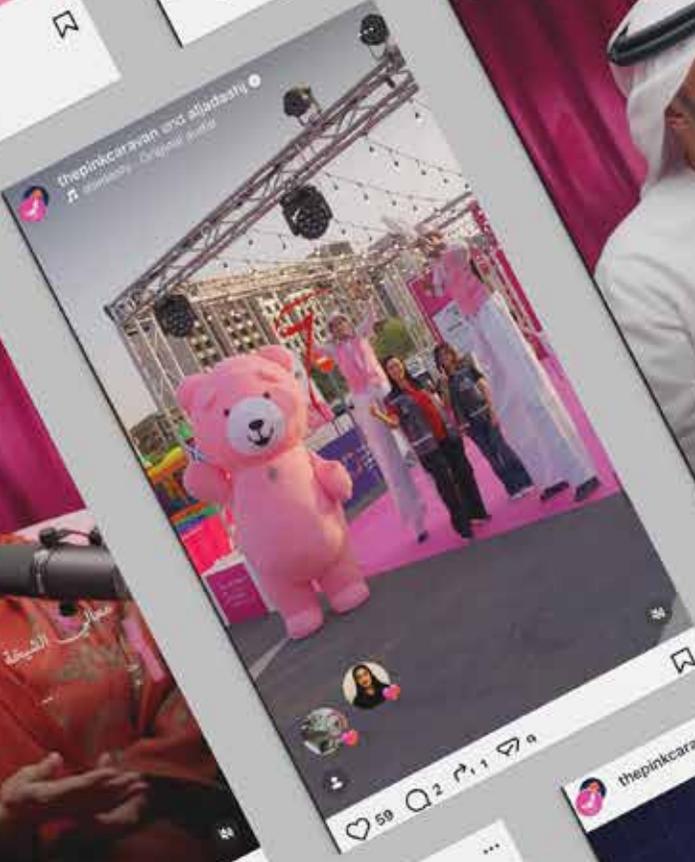
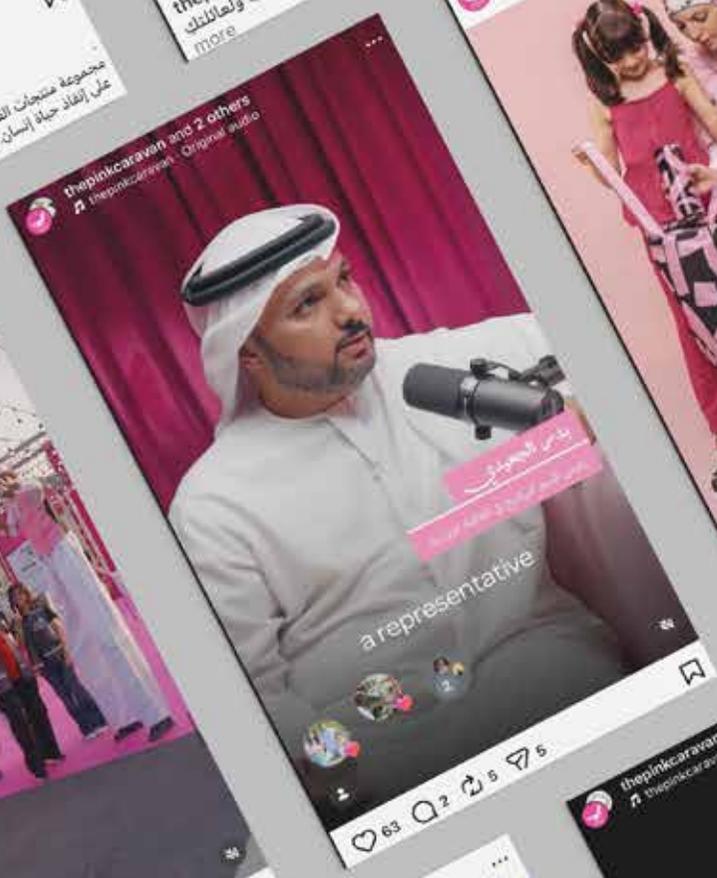
 **1.3M**
Reach

Website Insight

 **16,181**
New visitors

 **16,745**
Total visitors





Breast Cancer Awareness Campaign

Partners and Supporters

Platinum Sponsor



Al Jada Event Venue Partner



Gold Sponsor



Silver Sponsor



Mobility Partners



Bronze Sponsors



مدينة الشارقة للإعلام
Sharjah Media City

Awareness Partners & Supporters



Fixed Clinics Venue Partners



معًا من أجل الكشف المبكر

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Pink Caravan Free Breast Cancer Screening
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