



Quarterly Report
January - April 2017

أصدقاء مرضى السرطان
Friends Of Cancer Patients



أصدقاء مرضى السرطان
Friends Of Cancer Patients
نحن معكم We're With You

Quarterly Report January - April 2017

1. Corporate 04 - 19
2. Beneficiary support 20 - 29
3. Activities per month 30 - 122



Management



Beneficiary support



Fundraising



Community outreach



Capacity building



Awareness activation



Conferences



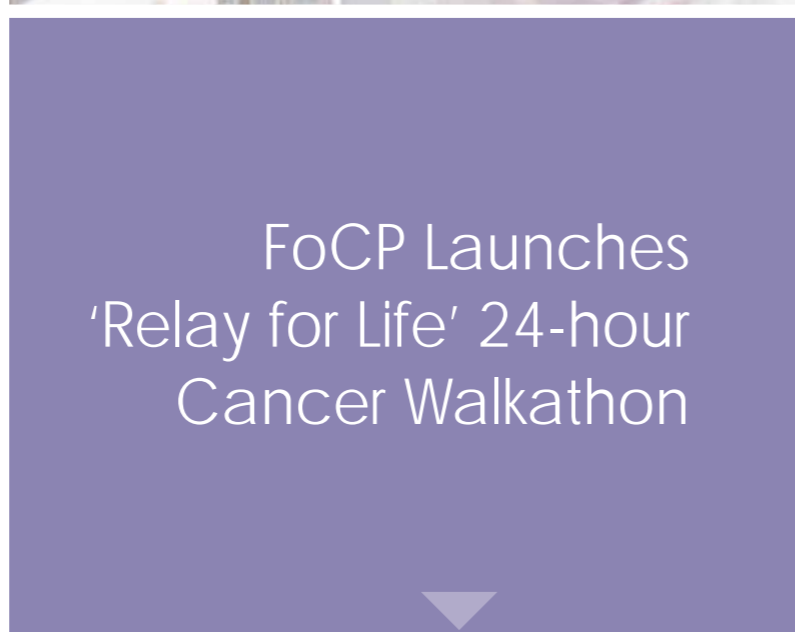
Partnerships



Ruler of Sharjah Calls
Upon to the UAE to
Unite for Goodness
at the Opening
Ceremony of the 7th
Pink Caravan Ride



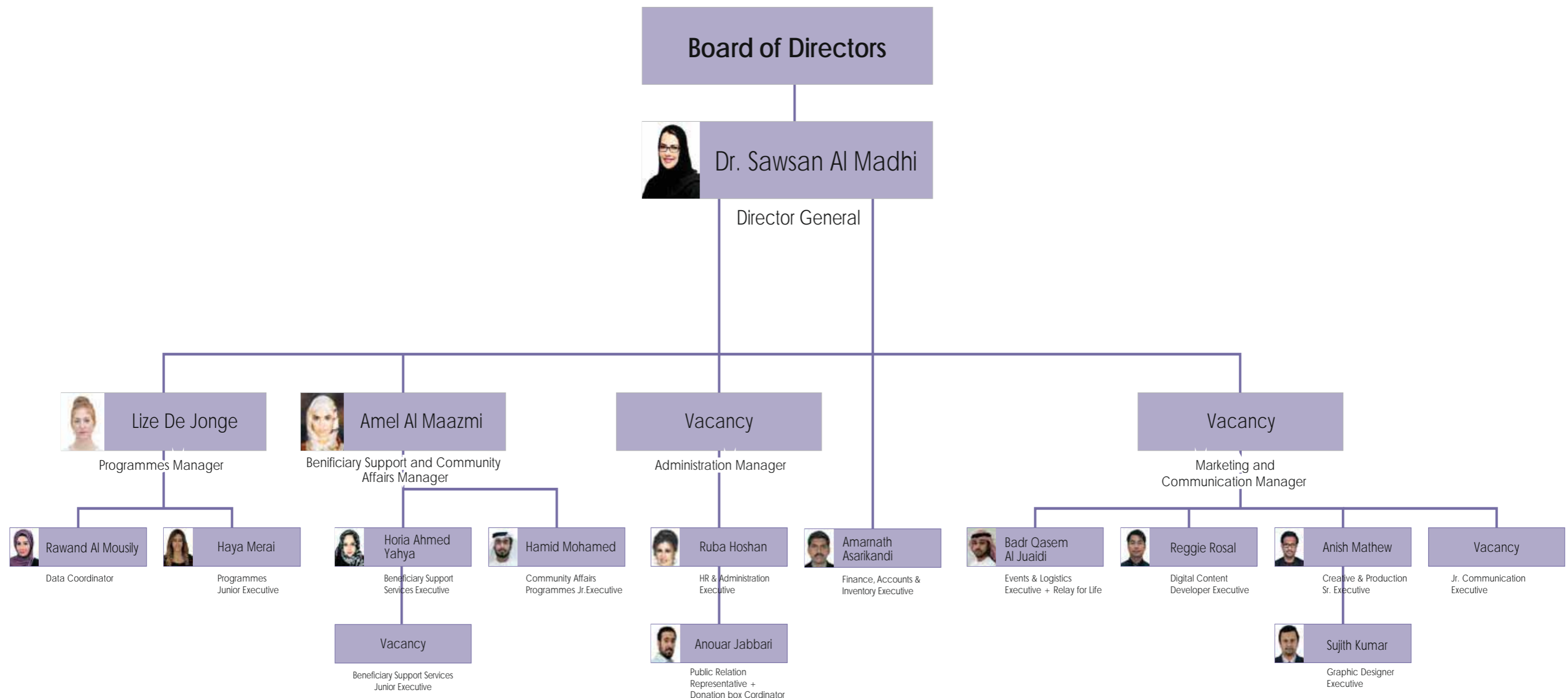
Sultan Al Qasimi and his
Wife Inaugurate 'Sharjah
Laboratory' at Francis
Crick Institute in London



FoCP Launches
'Relay for Life' 24-hour
Cancer Walkathon



Friends of Cancer Patients | 2015 - 2018 Hierarchy



Events Report

Social Media report

EVENTS

116 AWARENESS
events



4 BENEFICIARY
support events



8 FUNDRAISING
events



4 CONFERENCE
2 International 2 Local



1 CAPACITY
BUILDING



105
Tweets

2,068
Followers

4,034
Profile Visits

274k
Impressions



145
posts

5,112
Profile Visits

3,833
Likes

130,167
Reach



4,091
Followers

8.2k
Likes

2,900
Engagement



901
Tweets

363
Followers

14,310
Profile Visits

574.5
Impressions



300
posts

8,507
Profile Visits

10,594
Likes

1,054,992
Reach



3k
Followers

70k
Likes

821
Media

Media Monitoring Report January

Analysis and Achievements

- A total of 161 clips were generated in January 2017.
- 2 press releases were drafted and sent to the media in January.

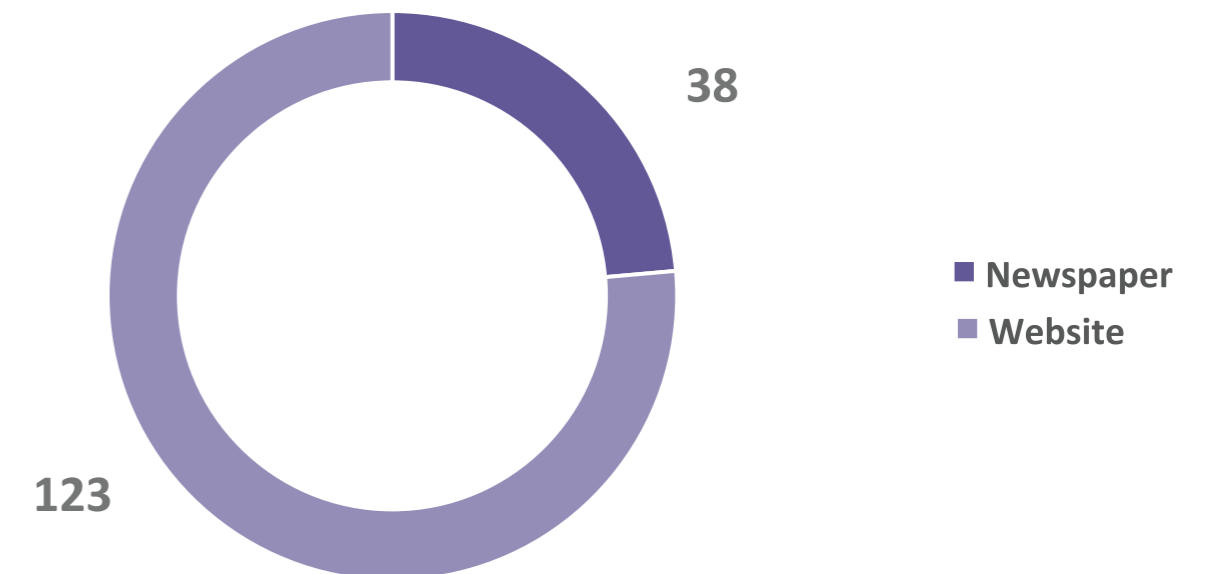
Press Releases, Features & Clippings

Press Release	Date
Pink Caravan Calls on Emirati Doctors and Nurses to Join its 7th Annual Ride PRL	11 January
Pink Caravan Renews Call for Emirati Riders to Join its Seventh Ride PRL	24 January

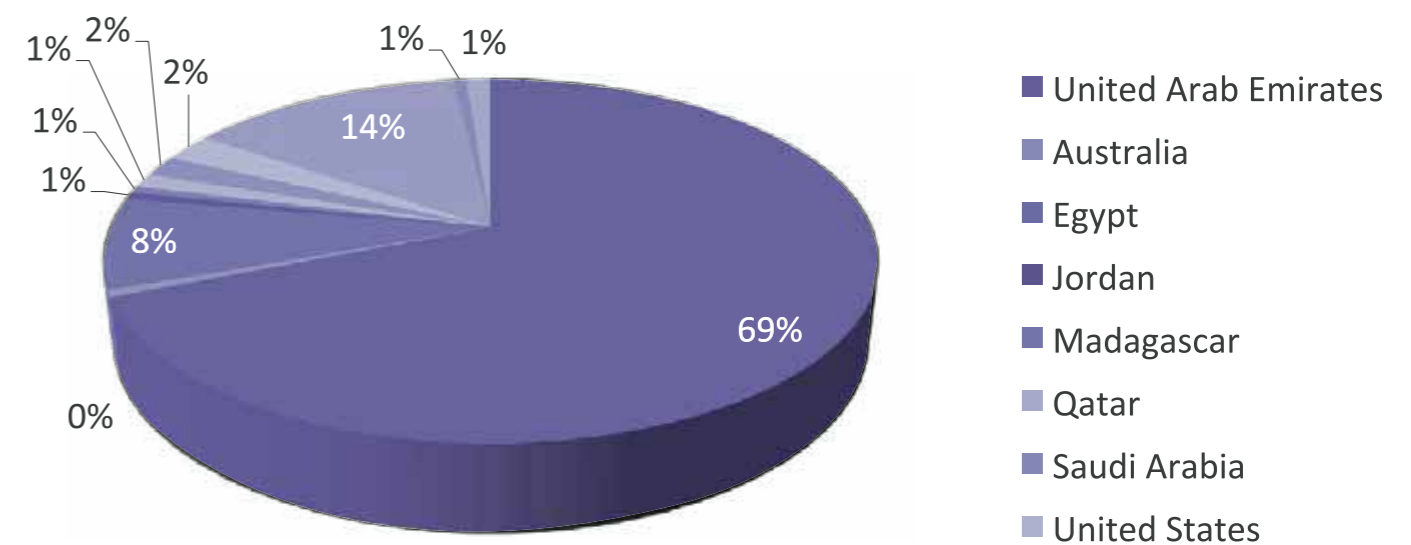
Interviews & Media Relations

Interviews & Media Relations	Date
Year of Giving interview on Gulf News	7 January
Childhood Cancer interview on Khalid Magazine	8 January
General interview on ARN	25 January

Coverage By Media Type



Coverage By Markets



Media Monitoring Report February

Analysis and Achievements

- A total of 254 clips were generated in February 2017.
- 5 press releases were drafted and sent to the media in February.
- A total of 40 interviews were conducted in February 2017.

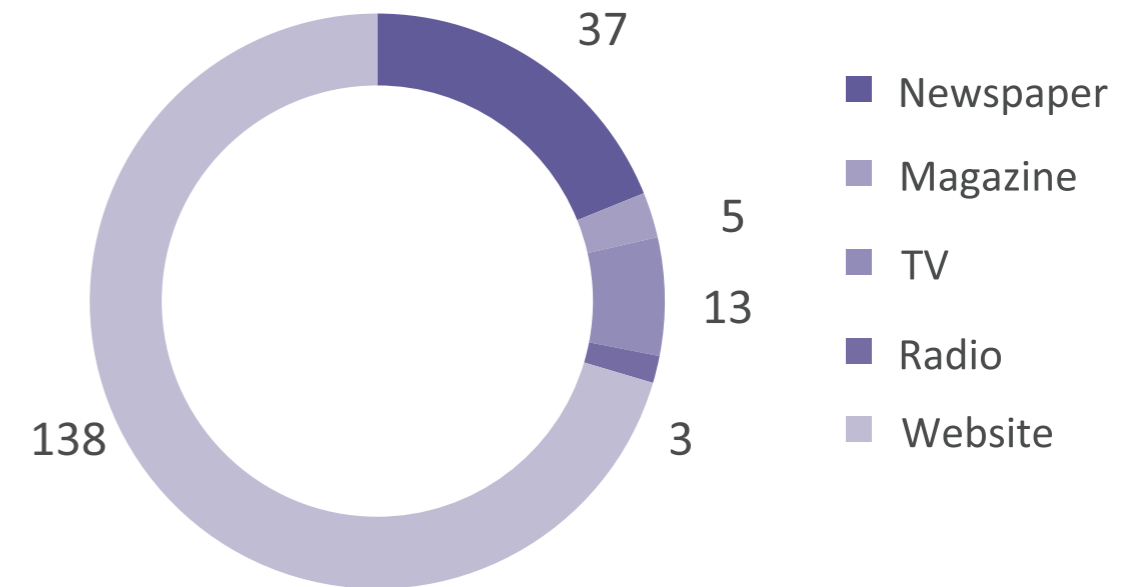
Press Releases, Features & Clippings

Press Release	Date
Pink Caravan Ride to Hold a Press Conference on Tuesday PRL	4 February
Pink Caravan Ride Rears to Launch their 7th Edition PRL	7 February
Friends of Cancer Patients Appoints New President PRL	13 February
Pink Caravan's Medical Team Receive Specialist Breast Assessment Training PRL	22 February
Jawaher Al Qasimi calls on the Emirati Community and Media to Support the Pink Cause of Breast Cancer Awareness PRL	26 February

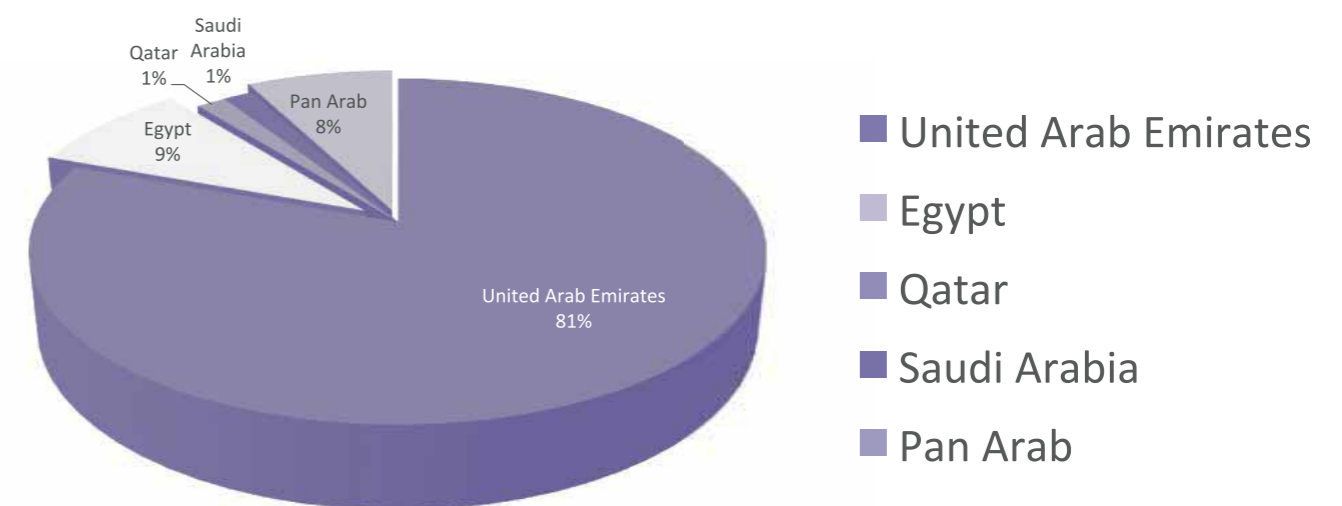
Interviews & Media Relations

Interviews & Media Relations	Date
General interview on Sharjah TV	7 February
General interview on Al Aan TV	7 February
General interview on Al Arabiya FM 99.0	12 February
General interview on Noor Dubai FM	20 February
General interview on Noor Dubai FM	22 February
General interview on Sama Dubai TV	22 February

Coverage By Media Type



Coverage By Markets



Media Monitoring Report March

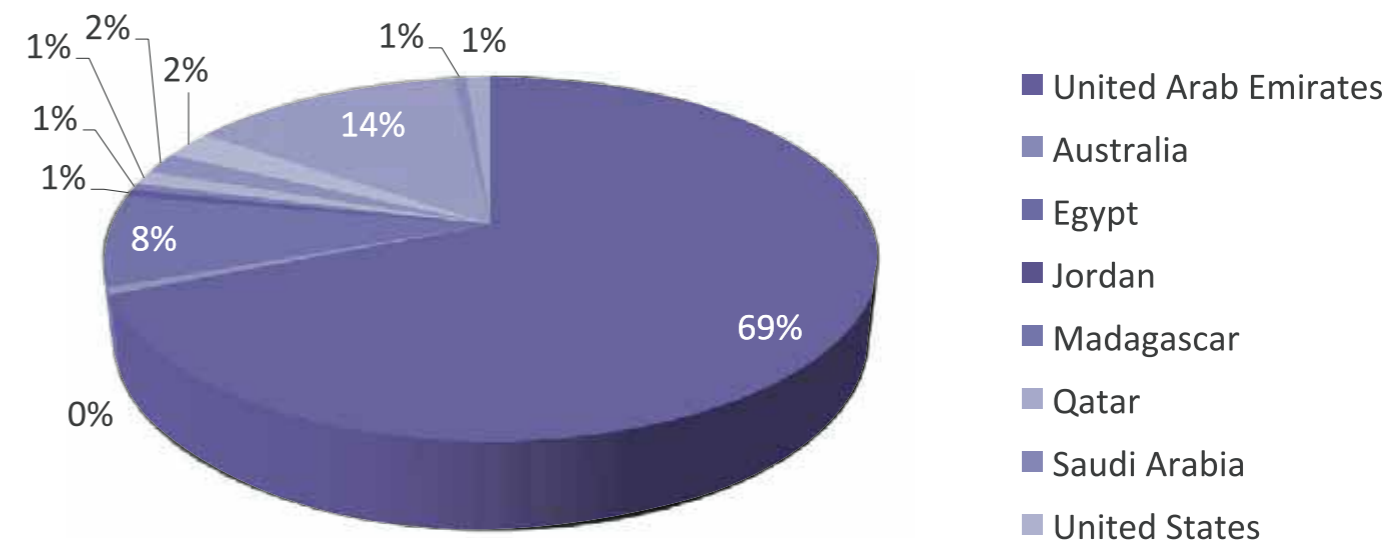
Analysis and Achievements

- A total of 1,100 clips were generated in March 2016.
- 40 press releases were sent to the media in March.

Press Releases & Features

Press Release	Clipping
Pink Caravan opens online fundraising platforms for supporters (A + E)	57
Soldiers of Pink Hope gear up for Pink Caravan Ride 2016 (A + E)	49
Pink Caravan organises a series of exciting events as part of the 2016 Ride (A + E)	19
Pink Caravan's international team of jockeys to ride across the UAE (A + E)	12
Pink Caravan continues to convey its mission of raising awareness and hope, with impressive support from the Emirati community (A + E)	30
الطاقم الطبي للقافلة الوردية .. جنود الأمل الوردية بإمّياز (A) (Special Feature for Al Khaleej)	5
Sultan Al Qasimi to attend launch of Pink Caravan Ride tomorrow (Monday)	114
Jawaher Al Qasimi calls on Emirati community and media to continue supporting Pink Caravan	66
FoCP Organises Day of Care for Cancer Survivors and their Families	6
Pink Caravan Ride 32 PRLs	450
Other	23

Coverage By Markets



Employee Trainings

Traning	Attendees	Date	Location
Blue Print	Dr. Sawsan Al Madhi Amaal Ghadieh Amel Al Mazmi	14-16 March 2017	Sheraton Hotel, Sharjah by Reyada, Sharjah

Media Monitoring Report April

Analysis and Achievements

- A total of 286 clips were generated in April 2017.
- 5 press releases were sent to the media in April.

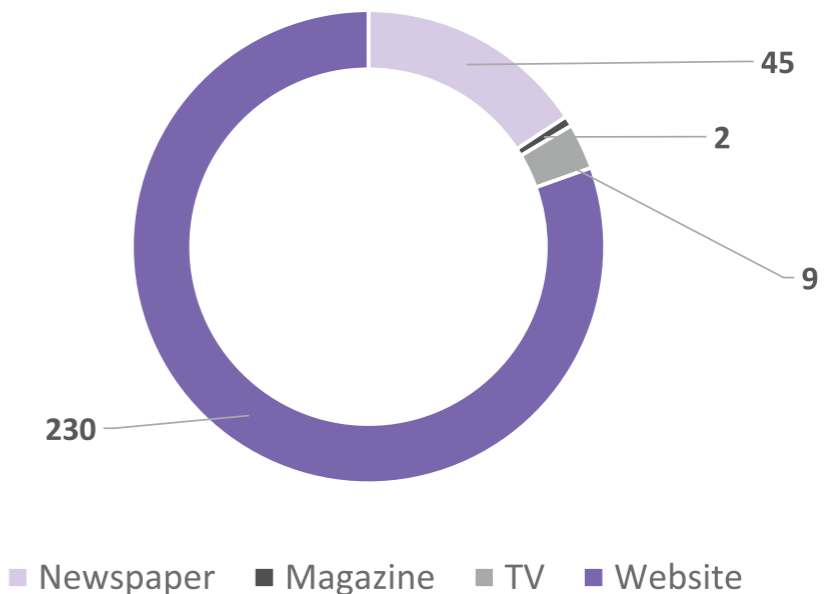
Press Releases, Features & Clippings

Press Release	Date
Friends of Cancer Patients supports the GCC's Unified Cancer Strategy	4 April 2017
Sharjah Ruler Opens Laboratory for Cancer in London	10 April 2017
Friends of Cancer Patients start Relay for Life	26 April 2017
Jawaher Al Qasimi receives prestigious 3G Global Good Governance' Philanthropy Award	27 April 2017
Friends of Cancer Patients Raises Awareness of Childhood Cancer	28 April 2017

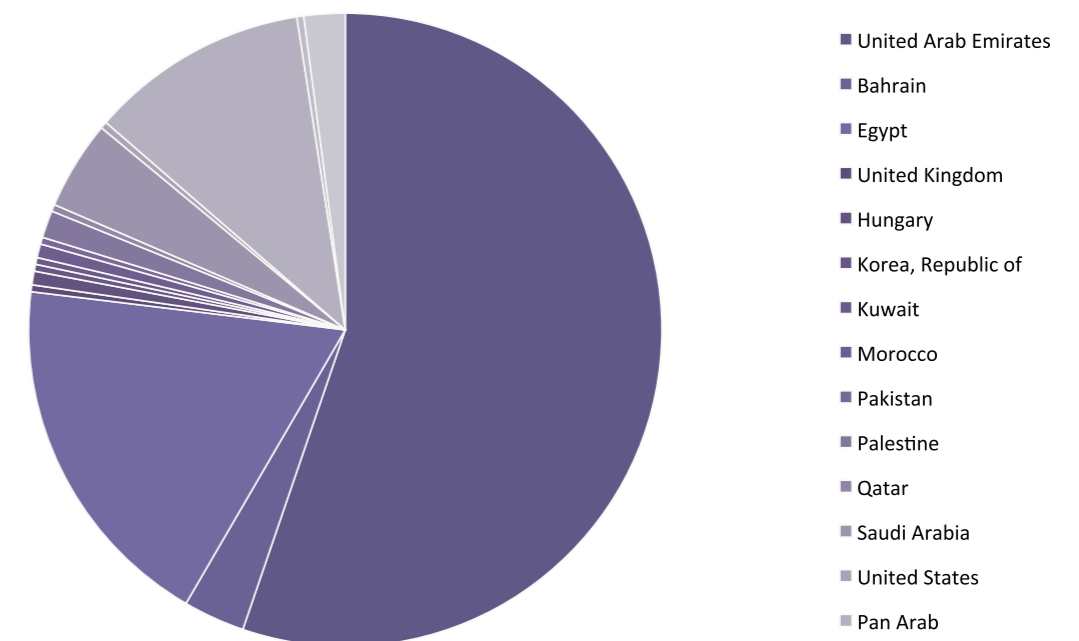
Interviews & Media Relations

Interviews & Media Relations	Date
Interview about Realy For Life on Al Sharqeya	25 April 2017
Interview about Realy For Life on Al Fujairah TV	25 April 2017
Interview about Realy For Life on Dinar TV	25 April 2017
Interview about Realy For Life on Shurooq	25 April 2017
Interview about Realy For Life on Sharjah 24	25 April 2017
Interview about Realy For Life on Gulf Today	25 April 2017
Interview about Realy For Life on Gulf News	25 April 2017
Interview about Realy For Life on The National	25 April 2017
Interview about Realy For Life on Khaybar	25 April 2017
Interview about Realy For Life on KYA 2	25 April 2017
Interview about Realy For Life on ON TV	25 April 2017
Interview about Realy For Life on Al Sharq al awsat	25 April 2017

Coverage By Media Type



Coverage By Markets



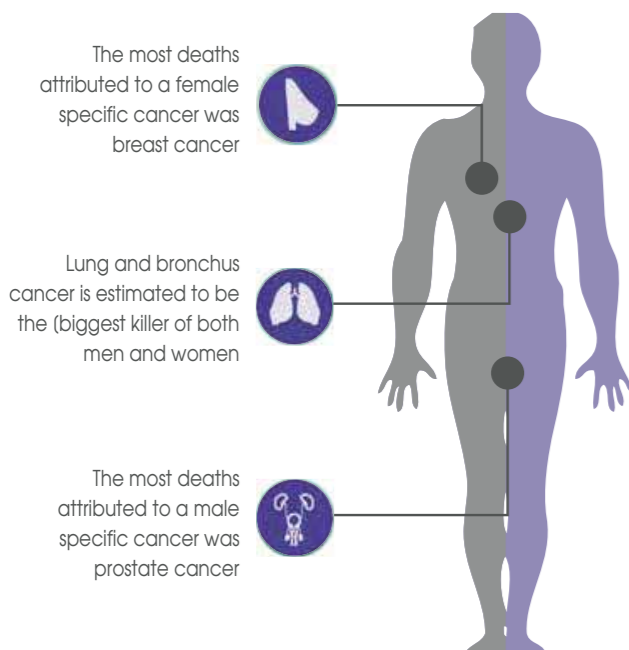
Thati Programme

Name	Organization	Position	Date of join
Mariam Mahmoud	Reyada, Sharjah	Thati trainee	11th April

Beneficiary report

Types of Cancer

Total number of cases supported by FOCP during Jan-Apr 2017 **114**



Anal Cancer

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Bladder cancer

Cases | 1 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Burkitts Lymphoma

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Breast cancer

Cases | 0 Death | 0
Cases | 48 Death | 0
Cases | 0 Death | 0

Cervical Cancer

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

CML

Cases | 3 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Colon Cancer

Cases | 1 Death | 0
Cases | 2 Death | 0
Cases | 0 Death | 0

Colorectal Cancer

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Hypopharynx Cancer

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Leukemia

Cases | 8 Death | 0
Cases | 6 Death | 0
Cases | 0 Death | 0

Liposarcoma

Cases | 1 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Liver Metastasis

Cases | 1 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Liver Cancer

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Lung Cancer

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Lymphoma

Cases | 2 Death | 0
Cases | 3 Death | 0
Cases | 0 Death | 0

Metastatic Cancer

Cases | 1 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Metastatic Prostate Cancer

Cases | 2 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Ovarian Cancer

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Prostate Cancer

Cases | 1 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Rectal Cancer

Cases | 6 Death | 0
Cases | 6 Death | 0
Cases | 0 Death | 0

Sholangiocarcinoma

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Sigmoid Cancer

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Stomach Antral Malignancy

Cases | 0 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

Testicular Tumour

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 0 Death | 0

Throat Cancer

Cases | 0 Death | 0
Cases | 8 Death | 0
Cases | 0 Death | 0

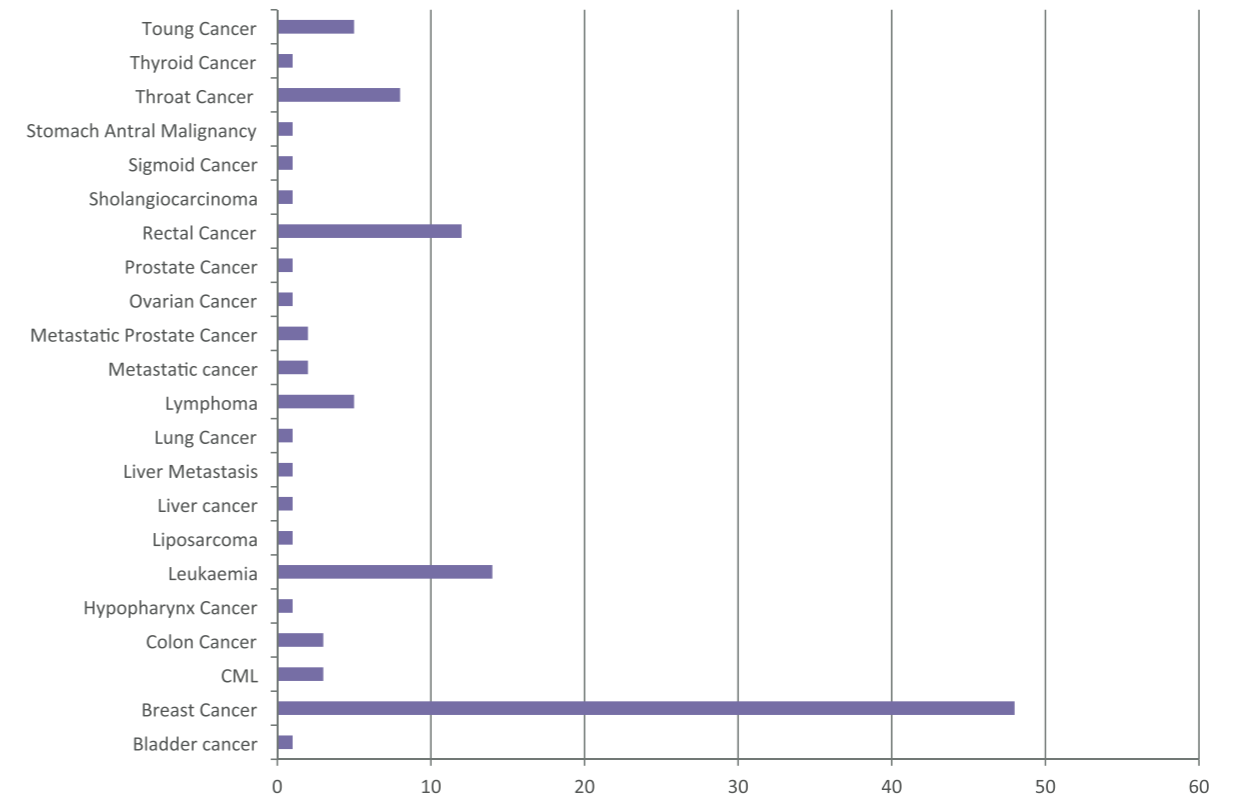
Thyroid Cancer

Cases | 0 Death | 0
Cases | 0 Death | 0
Cases | 1 Death | 0

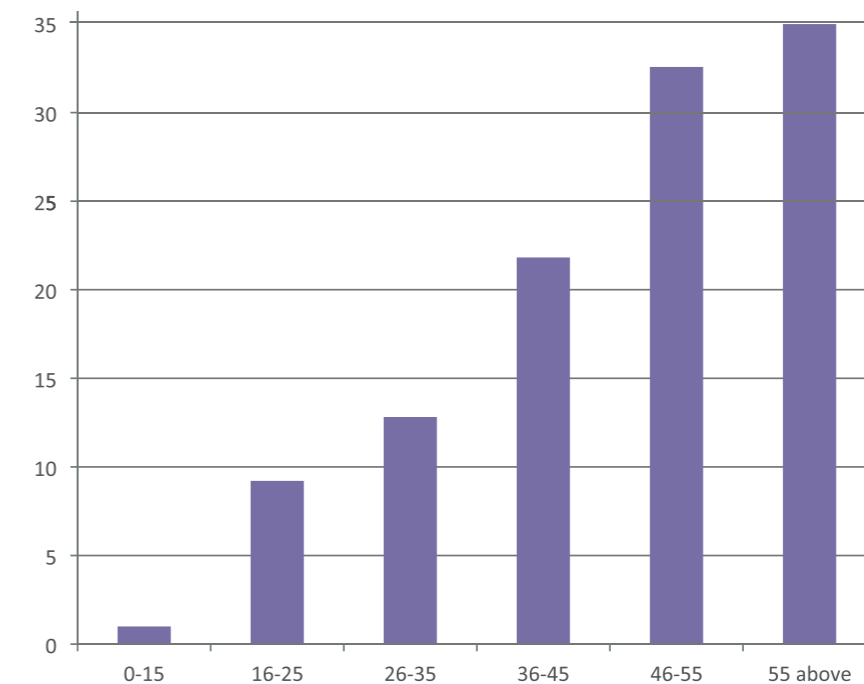
Tongue Cancer

Cases | 4 Death | 0
Cases | 1 Death | 0
Cases | 0 Death | 0

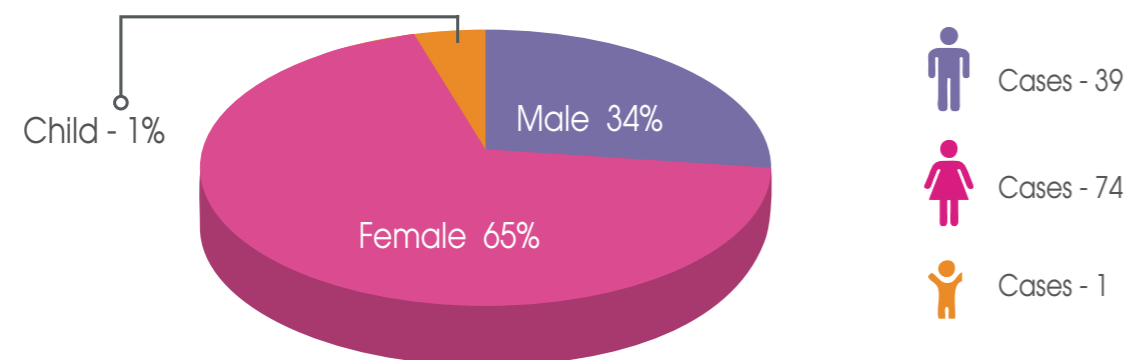
Cancer type support



Age at diagnosis

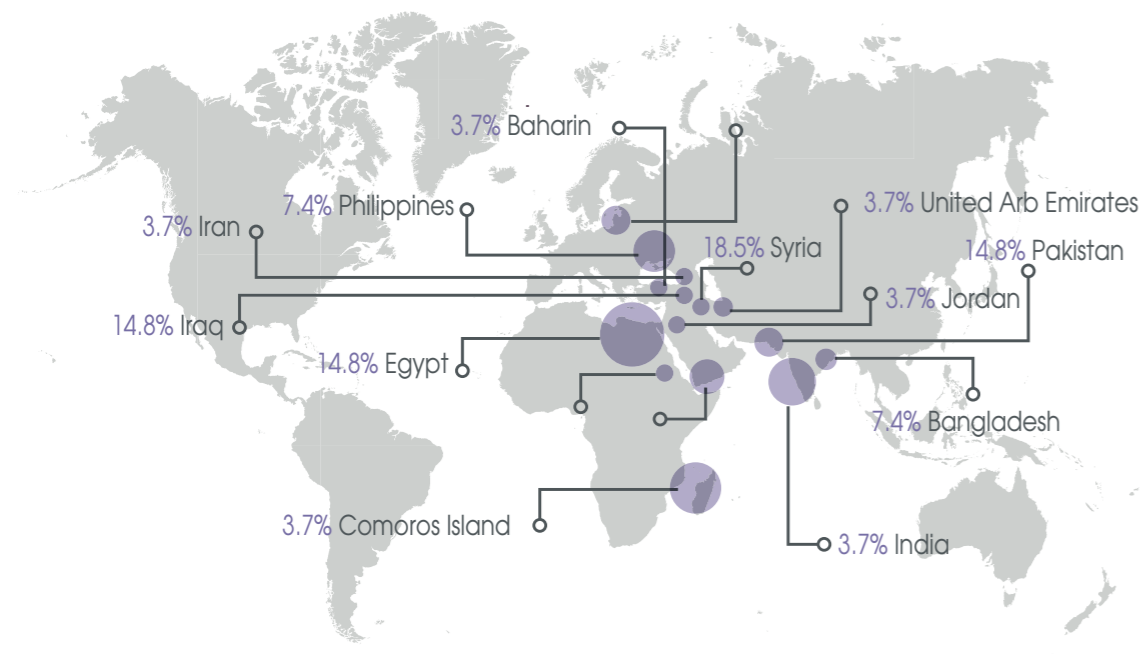


Gender Distribution

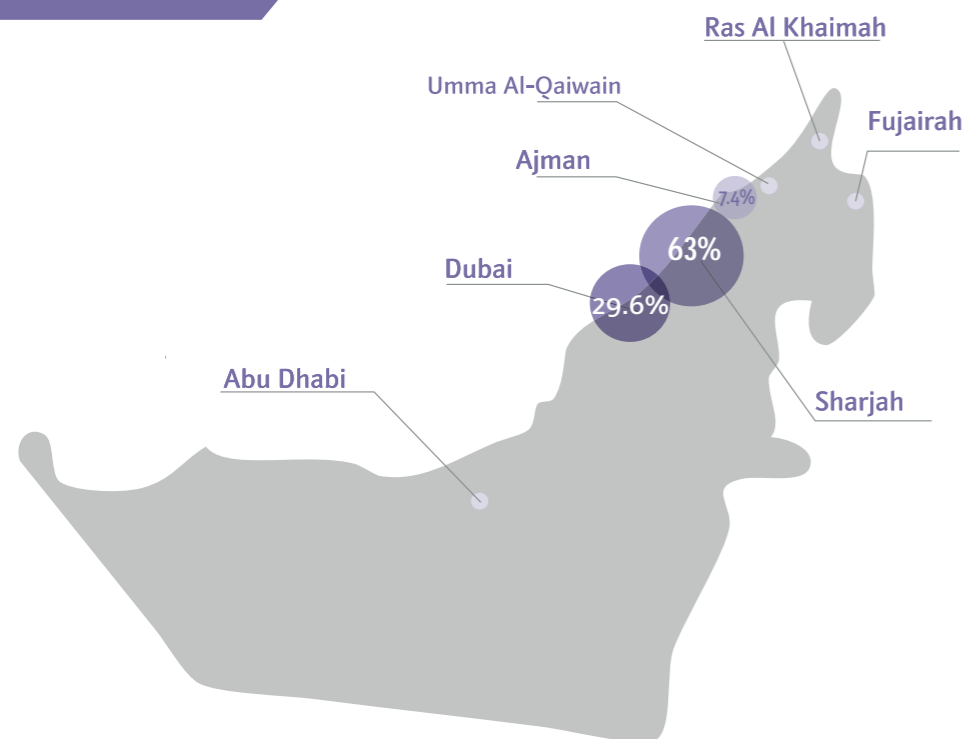


Beneficiary report

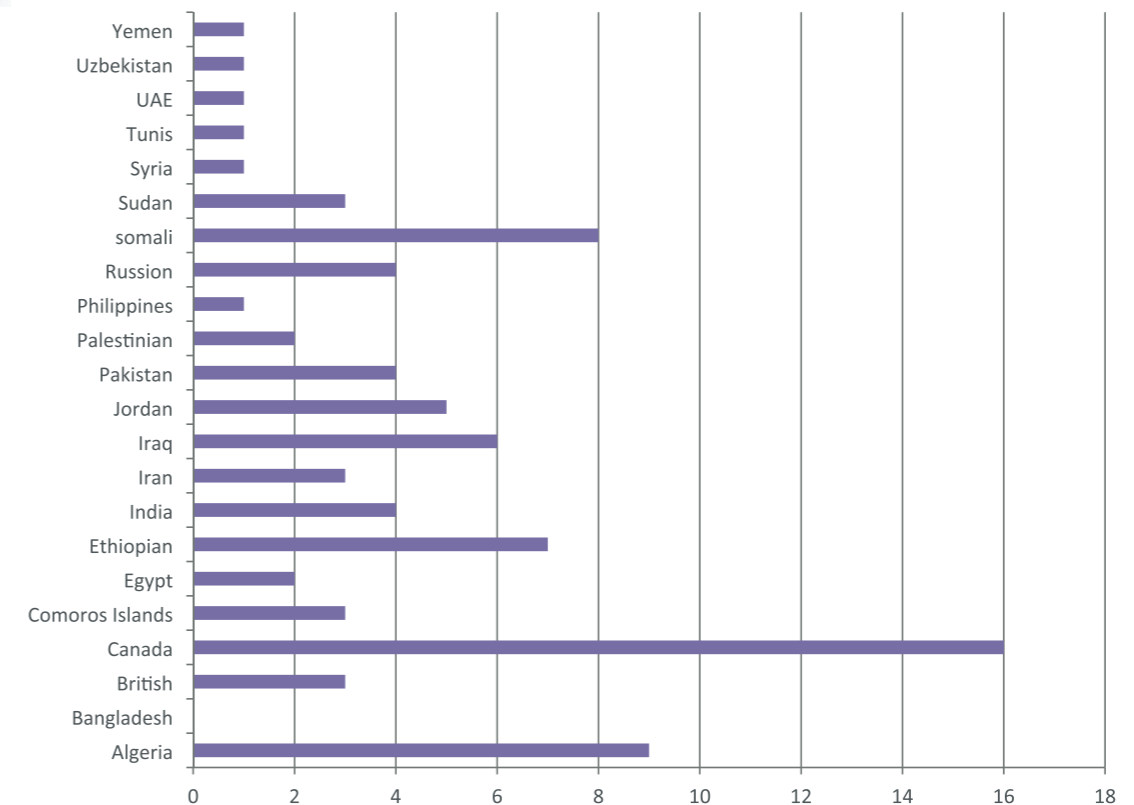
Nationality Distribution



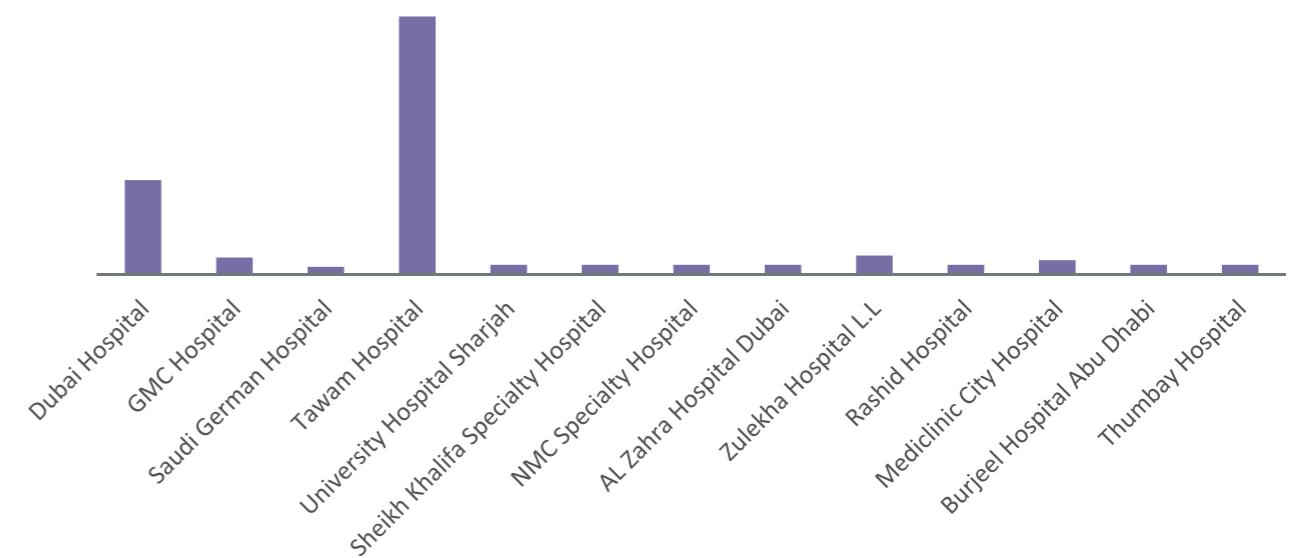
Emirate Distribution



Nationality Statistics






Total cases reported to hospitals



Pink Caravan Calls on Emirati Doctors and Nurses to Join its 7th Annual Ride



Pink Caravan Calls on Emirati Doctors and Nurses to Join its 7th Annual Ride

 | 11 Jan, 2017
 | Awareness activation
 | Sharjah, UAE

The Higher Steering Committee of the Pink Caravan Ride (PCR), a breast cancer awareness initiative by the Friends of Cancer Patients (FoCP), calls on local and resident doctors and nurses from all nationalities to join its seventh annual ride. Themed 'Seven Years for Seven Emirates', the ten-day horse ride will begin in the Emirate of Sharjah on Tuesday March 7, 2017.

The committee has announced that registration will be open for male and female healthcare providers via the website: www.pinkcaravan.ae from January 12 to February 7, 2017. Registration is open to those covering general medicine, family medicine and

radiology, plus X-Ray technicians and nurses.

Over the past six years, the Pink Caravan Ride has successfully raised awareness about the importance of early detection and helped to dispel the myths about breast cancer. The teams have offered medical advice and lectures and provided organised workshops at 87 schools and 410 medical clinics offering free detection examinations for 41,391 people, including 8,526 men.

Dr. Sawsan Al Madhi, Director General of FoCP and Head of the Pink Caravan Ride Medical and Awareness Committee

said: "We depend on medical clinics, who are one of the four bedrocks to raise community awareness about breast cancer. Doctors, nurses and X-Ray technicians are instrumental in encouraging individuals and families to undergo free tests and screenings as well as providing them with detailed information on breast cancer and how to deal with it as patients."

Dr. Al Madhi underlined that the seventh annual ride will be exceptional and will feature many activities held for the first time. "The medical clinics will cover more areas compared to previous years, and that is

why it is important to increase the number of the medical and nursing staff."

"We are pleased to announce that applications for the annual Pink Caravan Ride 2017 are now open for doctors and nurses of all nationalities in the UAE who would like to take part in the ride. They will join hands with us to help the Pink Caravan reach its goals, and at the same time promote a culture of volunteering in the UAE, especially with the new initiative, the Year of Giving 2017 in the UAE.

Every year through the medical clinics, the Pink Caravan Ride

provides citizens and residents in the UAE with free screenings, each of which is worth AED 500-1000 in hospitals as well as public and private clinics. It also provides breast cancer patients with moral support and medical treatment free of charge.





39 Press Mentions



Jan 12, 2017

Pink Caravan urges doctors, nurses to join 7th annual ride

Publication: Gulf Today (Newspaper)	Country: United Arab Emirates	Page: 4	AVE: \$971.78
Circulation: 46,200	Language: English	Section: Main	Size: 59.62
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4134073&qk=0...			



Pink Caravan urges doctors, nurses to join 7th annual ride

Doctors, nurses and X-Ray technicians are instrumental in encouraging individuals and families to undergo free tests and screenings as well as providing them with detailed information on breast cancer: Official

BY A STAFF REPORTER

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Jan 12, 2017

القافلة الوردية» تدعو الأطباء والممرضين الإماراتيين إلى الانضمام لمسيرة التوعية السابعة «

Publication: Al Ittihad (Newspaper)	Country: United Arab Emirates	Page: 25	AVE: \$2,549.28
Circulation: 109,640	Language: Arabic	Section: Main	Size: 59.22
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4135333&qk=4...			



تنطلق 7 مارس المقبل «القافلة الوردية» تدعو الأطباء والممرضين الإماراتيين إلى الانضمام لمسيرة التوعية السابعة

(الشارقة (الاتحاد))

وقالت الدكتورة سوسن الماضي، المدير العام لجمعية أصدقاء مرضى السرطان، رئيس اللجنة الطبية والتوعوية في مسيرة فرسان القافلة الوردية: «تشكل العيادات الطبية إحدى المسارات الأربعة الرئيسة التي تعتمد عليها في رحلة تعزيز الوعي بسرطان الثدي خلال مسيرة فرسان القافلة الوردية، حيث يهذ الأطباء والممرضون والممرضات وفنيو الأشعة فيها جهوداً كبيرة لتشجيع الأفراد والأسر على إجراء الفحوصات، إلى جانب تزويدهم بكافة المعلومات المتعلقة بسرطان الثدي، والعوامل الكفيلة بالحد من انتشاره، وطرق التعامل معه في حال الإصابة به».

وأكدت المدير العام لجمعية أصدقاء مرضى السرطان، رئيس اللجنة الطبية والتوعوية في مسيرة فرسان القافلة الوردية أن المسيرة السنوية السابعة لفرسان القافلة ستكون استثنائية، وستشهد العديد من الأحداث التي تقام للمرة الأولى.



جانب من فعاليات سابقة للقافلة الوردية (من المصدر)

تدور حوله، حيث نظمت سلسلة من المحاضرات وورش العمل الطبية في 87 مدرسة وفي أماكن أخرى، كما نجحت 410 عيادات طبية في إجراء فحوصات الكشف المبكر عن سرطان الثدي مجاناً إلى 41,391 شخص، منهم 8,526 رجلاً.

والممرضين. وخلال الأعوام الستة الماضية نجحت الفرق الطبية المضاحبة لمسيرة فرسان القافلة الوردية في تعزيز الوعي بسرطان الثدي وبأهمية الكشف المبكر عنه، وتصحيح المفاهيم المغلوطة التي

دعت اللجنة العليا المنظمة للقافلة الوردية، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بنشر وتعزيز الوعي بسرطان الثدي وأهمية الفحص الدوري والمبكر عنه، الأطباء والممرضين الإماراتيين والمقيمين من بقية الجنسيات الأخرى، الانضمام إلى مسيرتها السنوية السابعة، والتي ستطلق من إمارة الشارقة صباح يوم السابع من مارس المقبل وتستمر عشرة أيام، تحت شعار «سبع سنوات.. سبع إمارات».

وأعلنت اللجنة العليا المنظمة أنها ستبدأ في استقبال طلبات الأطباء والطبيبات الراغبين بالمشاركة، عبر الموقع الإلكتروني www.pinkcaravan.ae خلال الفترة من 12 يناير الجاري وحتى 7 فبراير المقبل، علماً بأن التخصصات المطلوبة هي الطب العام وطب العائلة وطب الأشعة، بالإضافة إلى فنيي الأشعة والممرضات

Pink Caravan Renews Call for Emirati Riders to Join its Seventh Ride

Annual breast cancer awareness initiative runs from March 7-17



Achieved images during previous PCR

Pink Caravan Renews Call for Emirati Riders to Join its Seventh Ride

| 24 Jan, 2017

| Awareness activation

| Sharjah, UAE

Coinciding with the UAE's 'Year of Giving' dedicated to promoting the spirit of voluntary and humanitarian work, the Higher Organising Committee of the Pink Caravan Ride – a pan-UAE breast cancer awareness initiative from the Friends of Cancer Patients – is urging Emirati horse riders and volunteer assistants to take part in its seventh annual event.

Themed "Seven Years for Seven Emirates," the 10-day Pink Caravan Ride horseback journey will set off on Tuesday, March 7 with the participation of 150 male and female riders who have been selected by the ride's

Higher Organising Committee. Those chosen will have met specific participation criteria, with riders required to be over 16 years of age and possessing sufficient equestrian experience. The Higher Organising Committee is encouraging prospective riders to complete their registration online as soon as possible to allow time for the necessary preliminary fitness checks to take place.

"The UAE has always entrenched the approach of giving and provided support in all spheres of philanthropy in alignment with the vision and directives of our generous leadership. Inspired by

our deeply-rooted values and traditions, we urge all Emirati male and female riders, who have grown up with a love of horsemanship and who have inherited the authentic Arabic qualities of altruism, to join our seventh annual ride and serve as role models during the Year of Giving," said Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan Ride.

"Horses have always played an important role in Arab culture as they are traditionally seen as symbols of chivalry, pride and nobility. We urge Emirati men and women to grasp this opportunity by becoming part of this noble mission and raise people's awareness about breast cancer. In doing so, they will be contributing to protecting

people from the dangers of this disease by ensuring its early detection and treatment. We are confident that our call will receive the same positive response that it has done in previous years," she continued.

Riders applying to take part in this year's Pink Caravan Ride will be required to submit to technical and proficiency tests to ensure their fitness to participate in it, with the ride covering approximately 30 km every day. The tests will be conducted under the supervision of a number of experts and professionals in the field of equestrianism.

Riders interested in participating in the seventh edition of the Pink Caravan Ride can register online at: www.pinkcaravan.ae/register/children-form.php

This year will also see the organising of the Pink Caravan Children's Ride, which takes place on March 10 at Desert Palm Dubai. The event will see students from Dubai Riding for the Disabled undertake a 1.5-km route.

Over the past six years, the Pink Caravan Ride has travelled more than 1,420km across the seven emirates, with over 350 riders and 500 volunteers participating. A total of 410 medical clinics have offered early breast cancer detection screenings for 41,391 people, including 8,526 men.




24 Press Mentions



Jan 12, 2017

« القافلة الوردية»: فتح باب التسجيل للأطباء والممرضين

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 23	AVE: \$1,691.89	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.18	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4135125&qk=s...				

«القافلة الوردية»: فتح باب التسجيل للأطباء والممرضين



المسيرة السابعة تنطلق في السابع من مارس المقبل.
من المصدر

عباداتها الطبية ستوسع من رقعة انتشارها بشكل كبير مقارنة بالأعوام الماضية، ما يترتب عليه ضرورة مضاعفة أعداد الطواقم الطبية». وأضافت الماضي: «يسعدنا أن نعلن عن فتح باب التسجيل للأطباء والممرضين الإماراتيين والقيمين الراغبين في الانضمام إلى مسيرة فرسان القافلة الوردية 2017، ليسهموا معنا في تعزيز ثقافة العمل التطوعي التي تتميز بها دولة الإمارات، لاسيما أننا نستشرف هذه الأيام مبادرة 2017 (عام الخير) في دولة الإمارات، وليسهموا كذلك في تمكين القافلة الوردية من مواصلة تحقيق أهدافها».

الشارقة - الإمارات اليوم

سوسن الماضي: «تشكل العيادات الطبية أحد المسارات الأربعة الرئيسة التي نعتمد عليها في رحلة تعزيز الوعي بسرطان الثدي، خلال مسيرة فرسان القافلة الوردية، إذ يبذل الأطباء والمرمضات وفتيو الأشعة جهوداً كبيرة لتشجيع الأفراد والأسر على إجراء الفحوص، إلى جانب تزويدهم بالمعلومات المتعلقة بسرطان الثدي، والعوامل الكفيلة بالحد من انتشاره، وطرق التعامل معه في حال الإصابة به».

وأكدت أن «المسيرة السنوية السابعة لفرسان القافلة ستكون استثنائية، وستشهد العديد من الأحداث التي تقام للمرة الأولى، وأن


دعت اللجنة العليا المنظمة للقافلة الوردية، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بنشر وتعزيز الوعي بسرطان الثدي، وأهمية الفحص الدوري والمبكر عنه، الأطباء والممرضين الإماراتيين والقيمين من بقية الجنسيات الأخرى، الانضمام إلى مسيرتها السنوية السابعة، التي ستطلق من الشارقة في السابع من مارس المقبل، وتستمر 10 أيام، تحت شعار «سبع سنوات.. لسبع إمارات».

وقالت المدير العام لجمعية أصدقاء مرضى السرطان، رئيس اللجنة الطبية والتوعوية في مسيرة فرسان القافلة الوردية، الدكتورة



Jan 25, 2017

Pink Caravan to hold 7th traditional, children's rides

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Circulation: 46,200	Language: English	Section: Main	Size: 95.81	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4212843&qk=M...				

Pink Caravan to hold 7th traditional, children's rides

BY A STAFF REPORTER

DUBAI: Coinciding with the UAE's 'Year of Giving' dedicated to promoting the spirit of voluntary and humanitarian work, the Higher Organising Committee of the Pink Caravan Ride – a pan-UAE breast cancer awareness initiative from the Friends of Cancer Patients – is urging Emirati horse riders and volunteer assistants to take part in its seventh annual event.

Themed "Seven Years for Seven Emirates", the 10-day Pink Caravan Ride horseback journey will set off on March 7 with the participation of 150 male and female riders who have been selected by the ride's Higher Organising Committee.

Those chosen will have met specific participation criteria, with riders required

to be over 16 years of age and possessing sufficient equestrian experience.

The Higher Organising Committee is encouraging prospective riders to complete their registration online as soon as possible to allow time for the necessary preliminary fitness checks to take place.

"The UAE has always entrenched the approach of giving and provided support in all spheres of philanthropy in alignment with the vision and directives of our generous leadership.

"Inspired by our deeply-rooted values and traditions, we urge all Emirati male and female riders, who have grown up with a love of horsemanship and who have inherited the authentic Arabic qualities of altruism, to join our seventh annual ride and serve as role models during the Year of Giving," said Reem Bin Karam, Chairperson of the Higher Organising

Committee of the Pink Caravan Ride.

"Horses have always played an important role in Arab culture as they are traditionally seen as symbols of chivalry, pride and nobility.

"We urge Emirati men and women to grasp this opportunity by becoming part of this noble mission and raise people's awareness about breast cancer.

"In doing so, they will be contributing to protecting people from the dangers of this disease by ensuring its early detection and treatment.

"We are confident that our call will receive the same positive response that it has done in previous years," she continued.

Riders applying to take part in this year's Pink Caravan Ride will be required to submit to technical and proficiency tests to ensure their fitness to participate in it, with the ride covering approximately

30km every day.

The tests will be conducted under the supervision of a number of experts and professionals in the field of equestrianism. Riders interested in participating in the seventh edition of the Pink Caravan Ride can register online.

This year will also see the organising of the Pink Caravan Children's Ride, which takes place on March 10 at Desert Palm Dubai.

The event will see students from Dubai Riding for the Disabled undertake a 1.5 km route. Over the past six years, the Pink Caravan Ride has travelled more than 1,420km across the seven emirates, with over 350 riders and 500 volunteers participating.

A total of 410 medical clinics have offered early breast cancer detection screenings for 41,391 people, including 8,526 men.



The 10-day Pink Caravan Ride horseback journey will set off on March 7 with the participation of 150 male and female riders.

Pink Caravan Ride Rears to Launch their 7th Edition

Pink Caravan reveal details of their '7 Years.. for 7 Emirates' Ride from 7 to 17 March
7 Fixed Medical Clinics across the 7 Emirates
7 Awareness Events throughout the 7th Pink Caravan Ride



Group photo for Pink Caravan's Higher Steering Committee and the Riders

Pink Caravan Ride Rears to Launch their 7th Edition

7 Feb, 2017

Awareness activation

Sharjah, UAE

It is that time of year in the UAE when Sharjah-based Friends of Cancer Patients' (FoCP's) annual cancer campaign, the Pink Caravan Ride, is back and will carry out a 10-day cancer awareness drive across the seven emirates from 7 to 17 March.

This will be the Ride's the 7th edition under the theme '7 Years.. for 7 Emirates', and celebrates the union of the seven emirates. It also strongly upholds the 'spirit of giving', as it boldly continues its mission to promote breast cancer awareness, spread the importance of early detection and organise free screenings across the UAE, regardless of

age, sex or nationality.

Being held under the generous patronage of Her Highness Sheikha Jawaher Al Qasimi, wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, the itinerary of this horseback expedition, including its equine route, medical route, fundraising initiatives, and events, was announced by the Higher Organising Committee of the Pink Caravan Ride at a

press conference held today (Tuesday) at Flag Island.

In her welcome speech, Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan Ride said: "For the first time, the Pink Caravan Ride will see the inauguration of seven stationed clinics in the seven emirates. Medical teams at these clinics will receive people who want to undergo screenings, and take up visitor queries. These clinics will be stationed at Al Majaz Waterfront in Sharjah, Dubai City Walk, Abu Dhabi Corniche, Ajman Corniche, Al Hamra Mall in Ras Al Khaimah, Al Khazzan Healthcare Clinic in Umm Al Quwain. In Fujairah, it will be located at Al Khazan Health Center."

Bin Karam elaborated: "We are all here today – organisers and sponsors, doctors and nurses,

riders and volunteers, media persons and audiences – to send a message of goodness far and wide. This is a reinforcement of our dedication to our community to help them lead a healthy life, and prepare a society fully aware of breast cancer. I would like to wholeheartedly thank all members, supporters and sponsors, who have taken us from strength to strength in helping us fulfill our vision and broaden the scope of our goals each year."

His Excellency Mohamed Khalaf, Manager of Sharjah TV and Radio, extended his profound thanks to His Highness Sheikh Dr Sultan Al Qasimi, as well as his wife, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Founder and Royal Patron of the Friends of Cancer Patients Society (FoCP), for their ongoing humanitarian and

community initiatives.

Expressing his pride in how the Sharjah Media Corporation (SMC) has been working hand in hand with the Pink Caravan as their media partner and support sponsor, Khalaf said: "Pink Caravan's invaluable contribution to society propels us to continue to provide excellent media support and sponsorship. This initiative has been able to truly make a difference to the UAE, and has helped us fulfill our social and philanthropic mission in society. Six years ago, we assisted the Pink Caravan in their first purchase of a mobile clinic, and have not looked back since."

Praising all efforts made by the late Ameerah BinKaram, former Chairperson of the Pink Caravan Organising Committee, he added: "She was the one who



Reem BinKaram during her presentation



HE Mohamed Khalaf,
Manager of Sharjah Radio and Television

Jassem Al Bloushi, Head of the Organizational
Excellence at Sharjah Islamic Bank

took the Pink Caravan from being a mere idea to making it an internationally recognised cancer awareness campaign."

Representing another sponsorship partner, Sharjah Islamic Bank, their Head of Organisational Excellence, HE Jassem Al Bloushi, said: Sharjah's strong commitment in providing a good life to human beings irrespective of gender, age, or nationality deserves our complete support. We, at Sharjah Islamic Bank, are keen to fully participate in every FoCP and Pink Caravan initiative organised under the vision and patronage HH Sheikh Sultan Al Qasimi and his Wife, HH Sheikha Jawaher Al Qasimi, to safeguard the comfort and happiness of all."

"Despite dear Ameera's passing, we will continue this march," he added.

Dr Ayesha Suhail, Director of Primary Healthcare, MOHAP, said: "I hereby declare the Ministry of Health as full partners of the Pink Caravan Ride, which will set off on 7 March. We are well prepared for the campaign, and will provide free screenings and mammograms throughout the Ride."

Dr Sawsan Al Madhi, Director General of FoCP, and Head of Pink Caravan's Medical Awareness Committee, along with Badr Al Juaidi, Head of Logistics Services Committee, discussed the categories of routes that PCR will undertake during the 10-day cross-emirate campaign.

The Equine Route

The ride on the equine route will begin at 10:00am, Tuesday, 7 March, from the Sharjah Equestrian and Racing Club,

and travel 16 kilometres to stop at Masafi Hospital at 6:50pm. On day 2 (Wednesday, 8 March), the riders will begin their journey from Fujairah Men's Higher College of Technology, and cover 25.6 kms to end the ride at the Oceanic Hotel in Khorfakkan at 4:45pm.

Day 3 (Thursday, 9 March), will set off from the Dibba Al Fujairah Beach Park at 9:30am, passing through several stops across Dibba city, and cover 25.6 kms to return to the starting point at 4:20pm.

Friday, 10 March will be a rest day for the riders.

On day 4 (Saturday, 11 March), participating equestrians will set off from Saqr Hospital in Ras Al Khaimah at 9:30am, and arrive at the emirate's Beach Road at 3:30pm, traveling 20.5 kms. On day 5, (Sunday, 12 March), the

ride will arrive in Umm Al Quwain Hospital at 9:30am, and reach the Salt Restaurant in Ajman at 5:20pm, travelling 19.5 kms.

On the 6th day, (Monday, 13 March), the ride will set off at Kempinski Hotel Ajman at 9.30 am, to reach Al Majaz Waterfront at 4pm, after traversing 21.4 kilometres. On its 7th day, (Tuesday, 14 March), the ride will start at the Ministry of Health and Prevention in Dubai at 10:00am, and arrive at the Mohammed Bin Rashid Space Centre, travelling 21.9 kms at 3:45pm.

On day 8 (Wednesday, 15 March) the riders will start off at City Walk Dubai at 9:30am, arriving at Kite Beach in Jumeirah at 4:20pm, travelling 16.5kms. The riders will flag off their journey on the 9th day, (Thursday, 16 March), at 10:00am from Abu Dhabi's Yas Island, to head to the Executive

Council HQ, covering 14.5 kms and are expected to arrive at 1:30pm.

On the 10th and final day of the tour, the Pink Caravan Ride will kick off at 1:30pm from the Ikea Store on Yas Island and traverse 11.7 kms to reach Zayed Sports City.

The Medical Route

On 7 March, medical clinics will be set up at Al Supreme Council of Family Affairs - Sharjah, Family Health Promotion Center - Sharjah, The Ruler's Court - Sharjah, Sajaya Young Ladies - Sharjah. A mobile medical clinic will be available at Al Dhaid Hospital - Sharjah.

On 8 March, they will be available at Khorfakkan Hospital - Sharjah, Dibba Al Fujairah Hospital and the mobile medical van will be at

Al Fujairah Hospital. On 9 March, medical clinics will be available in Al Thameed Clinics in Sharjah, Al Saqr Hospital - RAK, Dibba Al Hisn Health Center - Sharjah. The mobile medical van will be at Kalba Hospital - Sharjah.

10 March will be a rest day for the activities on the Medical Route as well.

On Saturday, 11 March, medical clinics will be stationed in Ras Al Khaimah, at Shaam Hospital, and Dubai Ladies Club. The mobile medical van will be at the Expo Centre in RAK. On 12 March, medical clinics will be stationed in Salama Health Center - UAQ, Um Al Quwain Hospital, Sheikh Khalifa Specialised Hospital - Ajman. The mobile medical van will be at Al Manama Health Center in UAQ.

As for 13 March, they will be



Dr Sawsan Al Madhi, Director General of FoCP, and Head of Pink Caravan's Medical Awareness Committee, along with Badr Al Juaidi, Head of Logistics Services Committee

available in City Medical Center - Ajman, Sharjah Islamic Bank - Sharjah, Mughaidir Child Center - Sharjah and the mobile medical van will be at the Muzaira Health Center - Ajman. On Tuesday, 14 March, clinics will be available in United Medical Center - Wafi Mall - Dubai, St Mary Catholic Church - Dubai, Etisalat HQ - Dubai, while the mobile clinic will be stationed at the Emirates Transport HQ - Dubai. On 15 March, medical clinics will continue to provide free screenings at the Safa Community Health Center - Dubai, IACAD Dubai, Zayed Military Hospital - Sharjah, and the mobile medical van will be at DEWA HQ in Dubai.

On 16 March, the final day of the Medical Route's campaign, the clinics will be available at the Ministry of Foreign Affairs - Dubai, ADNOC HQ - AUH, while the mobile medical van will be at the Grand Sheikh Zayed Mosque Centre in AUH.

Awareness Events Schedule

Nada Askar Al Naqbi, Head of Events Committee, took stage to take the attendants through the Pink Caravan Ride's activities and events itinerary.

"For the first time in Pink Caravan's history, we will be hosting a 'Pink Caravan Children's Ride' on Friday, 10 March at the Desert Palm Dubai from 2pm to 5pm. This Ride is aimed at teaching the nation's youth the importance of humanitarian causes, thereby increasing their participation in the same," Al Naqbi said.

"A new highlight this year is 'Pink Yoga, an exclusive event for women, organised in collaboration with the Dubai ladies Club. It will take place from 5pm to 7pm on Saturday, 11 March. Another highlight is the 'Pink Steps' run, where participating women will run for 7 kms at the Khalid Lagoon in Sharjah. A Boat Parade will also be organised in conjunction with the Sharjah Marine Sports Club, on Monday, 13 March 13, from 5pm to 7pm, and from 1pm to 5pm, on Wednesday, 15 March 15, at the Palm Dubai. We will continue to organise our most successful event, 'Pink Bite', which will be held at the Galleries Lafayette in Dubai Mall on 14 March from 6pm to 8pm, where seven chefs together with seven Pink Caravan ambassadors will prepare a pink Emirati meal for auction" she added.

A special programme marking the closing ceremony of the Pink Caravan Ride will be showcased in Abu Dhabi on 17 March, the details of which will be announced later.

Donations for the Pink Caravan, as low as AED 5 can be made by sending a Du SMS to 2302. Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, their Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.

The Pink Caravan initiative is supported by the UAE's wise leadership and the UAE society, both citizens and residents, to enable it to achieve its goals of awareness, advocacy, and supporting patients with has offered free medical examinations throughout the UAE. Over the past six years, the Pink Caravan has travelled 1,420 kms across the seven emirates, and offered free screenings to more than 41,000 citizens and residents, including men and women.



Feb 21, 2017

فارسات «الوردية»... قافلة سنوية للتوعية ونشر أسلوب حياة صحي

Publication: Al Bayan (Newspaper)	Country: United Arab Emirates	Page: 12	AVE: \$9,926.90
Circulation: 94,550	Language: Arabic	Section: Sport	Size: 320.22
Tags: Pink Caravan			
Article URL: http://monitoring.ncpr.com/article/?sng=en&id=4391655&qk=e...			





Feb 08, 2017

«القافلة الوردية»: «المسيرة السابعة» حافلة بالخير والأمل

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 27	AVE: \$3,488.33	
Circulation: 80,000	Language: Arabic	Section: Main	Size: 0.36	
Tags: Pink Caravan				
Article URL: http://monitoring.nncpr.com/article/?sng=en&id=4304859&qk=w...				

ريم بن كرم: المبادرة تدشن 7 عيادات ثابتة في أنحاء الإمارات

«القافلة الوردية»: «المسيرة السابعة» حافلة بالخير والأمل



ريم بن كرم خلال كلمتها في المؤتمر.

كشفت اللجنة العليا للحملة لمسيرة فرسان القافلة الوردية - إحدى مبادرات جمعية أصدقاء مرضى السرطان - عن تفاصيل مسيرة فرسان القافلة الوردية، التي ستطلق خلال الفترة من السابع إلى 17 مارس المقبل، تحت شعار «سبع سنوات... سبع إمارات». وقالت رئيسة اللجنة العليا للحملة لمسيرة، ريم بن كرم، إن «القافلة الوردية، وللمرة الأولى، ستدشن سبع عيادات ثابتة في الإمارات السبع، وستستقبل فرقها الطبية الراغبين في إجراء الفحوص، وطرح استفساراتهم بخصوص مرض سرطان الثدي طوال أيام المسيرة».

وأكدت بن كرم، خلال مؤتمر صحافي، عقد أمس، في جزيرة العلم بالشارقة، أن «القافلة الوردية تفي كسل عمام على مدى

فعاليات

سيشهد هذا العام، وللمرة الأولى في تاريخ القافلة الوردية، تنظيم مسيرة خاصة بالفرسان الصغار لمنح فتيات الديول من الأطفال فرصة المشاركة في المسيرة بتوهم الخاصة. كما ستضم القافلة فعاليات «اليوغا الوردية»، و«خطوات وردية»، و«لقمة وردية»، و«مسيرة الفواكه».

5000

أمارة ورجل متقدم الفريق الطبي خدماتها إليهم على مدار أيام المسيرة.

واختارت اللجنة العليا للحملة للمسيرة جزيرة العلم موقعا للمؤتمر، في دلالة رمزية على الروح الوطنية التي نهلت القافلة من معيها طوال الفترة الماضية، مكنتها بدعم القيادة الإماراتية الحكيم لها، والتفاف مجتمع دولة الإمارات، من المواطنين والفنيين حولها، لتمكينها من تحقيق أهدافها في التوعية، والتأصرة، والدعم للمعرضين للسرطان بسرطان الثدي، إضافة إلى تقديم الفحوص الحامية في أنحاء دولة الإمارات، التي شملت في الأعوام الستة الأخيرة أكثر من 44 ألف مواطن ومقيم من الجنسين.

من جهتها، قالت المدير العام لجمعية أصدقاء مرضى السرطان رئيسة اللجنة الطبية والتوعوية، الدكتورة سوسن الساجي، إن «العيادات الطبية المتنقلة ستعمل يوميا طوال أيام المسيرة، وستقدم الفرق الطبية خدمات الكشف عن سرطان الثدي لأكثر من 5000 امرأة ورجل على مدار أيام المسيرة».



Feb 08, 2017

Pink Caravan Ride starts in Sharjah on March 7

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Circulation: 117,000	Language: English	Section: Main	Size: 92.29	
Tags: Pink Caravan				
Article URL: http://monitoring.nncpr.com/article/?sng=en&id=4306501&qk=L...				

Pink Caravan Ride starts in Sharjah on March 7

Seventh edition of 10-day campaign will have seven permanent clinics in each emirate between March 7 and March 17.

SHARJAH
BY MARY ACHKHAHANIAN
Staff Reporter

For the first time, the Pink Caravan Ride will have seven permanent clinics in each emirate between March 7 and March 17.

The seventh edition of the annual campaign, an initiative by the Friends of Cancer Patients (FoCP), will start in Sharjah on March 7 and end in Abu Dhabi on March 17.

An army of horse riders will travel almost 200km across seven emirates to deliver the pink message. The campaign seeks to prevent one of the most common types of cancers affecting women in the UAE.

The 10-day ride will be held under the theme '7 Years... for 7 Emirates' with over 150 well-trained riders to encourage the community to go for free clinical check-ups and a team of over 100 student doctors and medical staff to help with the examinations.

Dr Sawsan Al Madhi, Director-General of FoCP, and Head of Pink Caravan's Medical Awareness Committee, said: "We have a target to screen more than 500 men and women every day. Going for a clinical examination can cost about Dh2,000-Dh3,000, but during the campaign this service is being offered for free. This



Courtesy: Friends of Cancer Patients

The seventh edition of Pink Caravan was launched at a press conference in Sharjah yesterday.

Screening

Permanent clinics in seven emirates will offer free screenings on March 7-17. The clinics will mostly operate between 9am to 7pm.

- Sharjah: Al Majaz Waterfront
- Dubai: City Walk
- Abu Dhabi: Corniche
- Ajman: Corniche
- Ras Al Khaimah: Al Hamra Mall
- Umm Al Quwain: Al Khazzan Healthcare Clinic
- Fujairah: Al Faseel Health Centre

campaign has been successful because it has made it accessible for people geographically, physically and financially."

The announcement of the seventh edition came at the Flag Island in Sharjah, where seven horse riders circled the seventh tallest flagpole in the world.

41,391 clinical examinations conducted by Pink Caravan since it was launched six years ago.

Reem Bin Karam, Chairperson of the Higher Organising Committee of the Pink Caravan Ride said the national awareness campaign for breast cancer has helped detect 33 people with breast cancer in the last six years after screening 41,391 people.

Bin Karam said the FoCP

13,538 people referred for ultrasound and mammogram, with 33 cancer cases detected.

covered the entire cost of treatment of all those detected during the campaign.

Dr Ayesha Suhail, Director of Primary Healthcare, at the Ministry of Health and Prevention highlighted the fact that breast cancer is the one of the most common cancer in the UAE and also worldwide.

Meanwhile, other awareness events have been scheduled involving the community, which include the Kid Ride, Pink Yoga, Pink Strides, Pink Bite and Pink Regatta and a special programme marking the closing ceremony in Abu Dhabi.



Courtesy: Friends of Cancer Patients

Seven horse riders circled the world's seventh tallest flagpole at the Flag Island on the sidelines of the launch of the seventh edition of Pink Caravan.

Donations as low as Dh5 can be made by sending a Du SMS to 2302. Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account.

The global online social platform 'JustGiving', or PC's official website, their Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.

ON THE WEB

For a detailed list of the Pink Caravan route this year, log on to: www.gulfnews.com

Friends of Cancer Patients Appoints New President

Sawsan Jaafar elected to new role at Extraordinary General Meeting



Sawsan Jaafar during FoCP Board meeting

Friends of Cancer Patients Appoints New President

| 18 Feb, 2017

| Management

| Supreme council of family affairs, Sharjah

Non-profit organisation Friends of Cancer Patients (FoCP), which is dedicated to providing financial and moral support to cancer patients and promoting public awareness about the disease, has elected its new President and Board of Directors.

The decision was taken during an extraordinary general meeting held at FoCP's headquarters in Sharjah recently, which was attended by members of its general assembly. The meeting had been specially convened following the death of Ameera BinKaram, the previous President of FoCP's Board of Directors.

As per the results of the meeting, Sawsan Jaafar founding FOCP president was voted the new President of the Board at FoCP, Noha Mohammed Safar is Vice President, Areej Al Dweik Rasool is Secretary General and Mohammed Juma Al Musharrakh as the Treasurer. The voting procedure was conducted in line with the regulations governing voluntary and civil society organisations in the UAE. The appointments were approved by representatives of the Ministry of Community Development and members of the General Assembly.

Attending the meeting were FoCP honorary members Dr. Shereen Habib and Adalat Nakash. Participating in the voting process by proxy were HE Sheikhha Lubna Al Qasimi, Minister of State for Tolerance and founding member of FoCP and Sheikh Mohammad bin Abdullah Al Thani, Chairman of the Sharjah Department of Statistics and Community Development and board member of FoCP.

Approved and registered with the Ministry of Community Development under Ministerial Resolution No.427 for 2013, FoCP

promotes awareness of cancer and operates initiatives that encourage the disease's early detection. The organisation provides treatment and support for cancer patients and their families in UAE.

FoCP, which held its last annual general meeting in May, is committed to fulfilling all criteria laid down by the Ministry of Community Development with regard to the function of charities in the UAE.

FoCP was founded in 1999 in line with the directives and patronage

of Her Highness Sheikhha Jawaher Bint Mohammed Al Qasimi, wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of the Non-Communicable Disease Alliance.



FOCP board members during FoCP Board meeting



14 Press Mentions



Feb 14, 2017

«سوسن جعفر رئيساً لمجلس إدارة «أصدقاء مرضى السرطان»

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Circulation: 150,000	Language: Arabic	Section: Main	Size: 36.99
Tags: Friends of Cancer Patients, Sawsan Jaafar			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4344463&qk=d...			



سوسن جعفر تترأس اجتماع الجمعية

سوسن جعفر رئيساً لمجلس إدارة «أصدقاء مرضى السرطان»

مجلس الإدارة الجديد كل من العضوين الفخريين للجمعية: الدكتورة شيرين حبيب وعدالة نقاش، إلى جانب عدد من أعضاء مجلس الإدارة والعاملين في الجمعية. بينما حضر بالتفويض كل من الشحنة لبنى بنت خالد الفاسمي، وزيرة دولة للتسامح، القنصل المساعد لجمعية أصدقاء مرضى السرطان، والشيخ محمد بن عبدالله آل ثاني، رئيس دائرة الإحصاء والتنمية المجتمعية، عضو مجلس إدارة جمعية أصدقاء مرضى السرطان.


الاجتماع الذي بدوته الإمارات، وباستخدام آلية الانتخاب الحر المباشر، تم اختيار مجلس إدارة الجمعية الجديد، الذي تم اعتماده والصادقة عليه من قبل ممثلي وزارة تنمية المجتمع وأعضاء الجمعية العمومية والذي جاء على النحو التالي: سوسن الفاهوم جعفر، رئيساً لمجلس إدارة جمعية أصدقاء مرضى السرطان، ونهى محمد صفر، نائباً لرئيس مجلس الإدارة، وأريج الدويك رسول، أمين سر الجمعية، ومحمد جمعة الشرخ، أميناً للصندوق. وحضر الاجتماع إلى جانب أعضاء

عقدت جمعية أصدقاء مرضى السرطان، أمس الأول، في مقرها بإمارة الشارقة اجتماعاً استثنائياً ضم أعضاء جمعيتها العمومية، لانتخاب رئيس جديد لمجلس الإدارة، بعد رحيل الشفيدة أميرة بن كرم، التي كانت تتولى منصب رئيس مجلس إدارة الجمعية طوال الأعوام السبع الماضية. وجاء هذا الاجتماع في إطار النهج المؤسسي، الذي تتبعه جمعية أصدقاء مرضى السرطان، واحترامها والتزامها بالوائح والقوانين، التي تحكم عمل المنظمات الطوعية ومؤسسات



Feb 13, 2017

FoCP appoints new President

Publication: sharjah24.ae - English (Website)	Country: United Arab Emirates	Language: English	
Monthly Visitors: 87,390	Monthly Pageviews: 96,120	Monthly Ad Revenue: \$288.36	
Tags: Friends of Cancer Patients, Sawsan Jaafar			
Article URL: https://www.sharjah24.ae/en/en/uae/196285-focp-appoints-new-...			



العربية

FoCP appoints new President

Monday 13, February 2017 in 12:20 PM



Sharjah 24

Sharjah 24 – WAM: The non-profit organisation, Friends of Cancer Patients, FoCP, which is dedicated to providing financial and moral support to cancer patients and promoting public awareness about the disease, has elected its new President and Board of Directors.

The move was made recently during an Extraordinary General Meeting, held at FoCP's headquarter Sharjah, which was attended by members of the General Assembly. The meeting had been convened following the untimely death of Amira BinKaram, the previous President of FoCP.

Sawsan Jaafar, founding FoCP President, was voted in as the new President of the Board. Nolia Mohammed Safar as Vice President, Areej Al Dweik Raoud as Secretary-General and Mohammed Juma Al Mubarrak as Treasurer.

The voting procedure was conducted in line with the regulations governing voluntary and civil society organisations in the UAE. The appointments were approved by representatives of the Ministry of Community Development and members of the General Assembly.

Attending the meeting were FoCP honorary members, Dr. Shereen Habib and Adala Nakiab. Participating in the voting process by proxy, were Sheikh Lubna bint Khalid Al Qasbi, Minister of State for Tolerance and founding member of FoCP and Sheikh Mohammed bin Abdullah Al Thani, Chairman of Sharjah Department of Statistics and Community Development and Board Member of FoCP.

FoCP was founded in 1999 in line with the directives and patronage of Founder and Royal Patron of FoCP, Her Highness Sheikh Jawaher bin Mohammed Al Qasbi, wife of His Highness the Ruler of Sharjah, International Ambassador of the World Cancer Declaration for Union for International Cancer Control, UICC, International Ambassador for Childhood Cancer for UICC and Patron of the Non-

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Pink Caravan's Medical Team Receive Specialist Breast Assessment Training

50 clinics deliver free clinical examinations and screenings over 11 days



Achieved images during previous PCR

Pink Caravan's Medical Team Receive Specialist Breast Assessment Training

| 18 Feb, 2017

| Awareness activation

| University Hospital
Sharjah Sharjah, UAE

Pink Caravan - the annual breast cancer awareness initiative that travels the UAE providing free clinical examinations and promoting early detection of the disease - has delivered a specialist Clinical Breast Examination (CBE) healthcare course for its medical team highlighting efforts that have led to 32 diagnoses for malignancy, thereby enabling prompt treatment for the persons affected.

Taking place at University Hospital Sharjah (UHS) recently, the workshop was held to educate 60 medical professionals participating in the forthcoming Pink Caravan Ride, an initiative

from Friends of Cancer Patients (FoCP), about the latest advances in clinical breast examinations and to enhance their health assessment skills in readiness for its 11-day pan-UAE journey, which commences March 7, 2017.

The organisers of the Pink Caravan Ride, that is running under the theme '7 Years, for 7 Emirates', say that the teaching of such important core aspects is essential for accuracy in diagnosis and to maximise the efficacy of the annual campaign. "With every healthcare promotion campaign that undertakes assessments to check for diseases

it is imperative that the medical team participating is trained to the best possible standard. This is especially important for the early detection of certain symptoms that can cause breast cancer," said Dr. Sawsan Al Madhi, Head of the Medical and Awareness Committee of Pink Caravan Ride and Director General of FoCP.

"Pink Caravan has once again teamed up with the leading healthcare institution Sharjah Clinical & Surgical Training Center and a number of its expert doctors to ensure that its team of healthcare providers receive an overview of the latest methods of detecting breast cancer and the key skills necessary to ensure an effective medical consultation," she added.

Run by UHS faculty members Dr. Toufik Tabbara, Breast Cancer Surgeon; Dr. Abdulmunheem Kasem Obaideen, Senior Consultant Radiologist and Professor Nabil Sulaiman, Head of the department of Family and Community Medicine, the CBE workshop focused on the elements needed for a successful breast healthcare assessment, including breast carcinoma

knowledge, key communication skills, breast imaging options and knowing when to refer to a specialist.

The training course also featured a session on correct data entry given by Ammar Akhtar, Founder and CEO of 1 Call Group, which was attended by Pink Caravan Ride medical team members from the private healthcare sector who will be managing and operating its clinics. These included staff from UHS's Sharjah Clinic, Zulekha Hospital's Dubai Clinic, Health Point's Abu Dhabi Clinic, Thumbay Hospital's Ajman Clinic and Sheikh Khalifa Specialty Hospital's RAK Clinic.

On the latest technologies and innovation used during the Pink Caravan Ride, Dr. Sawsan Al Madhi said: "The Pink Caravan has come up with a data entry application that will help medical teams to gather patient data on the move throughout the Pink Caravan ride as well as on other medical screening camps."

"The application provides an easy to use interface where the medical staff can login

and perform the data entry and data collection process specifically created for them. The application works offline as well as online totally flexible and depending on the network coverage as medical teams travel throughout the UAE. We hope that this will be a milestone in medical industry," she added.

Since its inception in 2011, Pink Caravan has travelled more than 1,420 km across the seven emirates. It has conducted a total of 11,736 mammograms and 1,802 ultrasounds and last year enabled 1,119 UAE nationals and 3,940 residents to receive free breast examinations. Pink Caravan's total of 455 medical clinics has offered early breast cancer detection screenings for 41,391 people, including 8,526 men.



17 Press Mentions



Feb 23, 2017

القافلة الوردية تعزز مهارات كادرها الطبي في تشخيص سرطان الثدي استعداداً لمسيرتها حول الإمارات

Publication: Al Fajr (Newspaper)	Country: United Arab Emirates	Page: 10	AVE: \$2,898.81
Circulation: 21,980	Language: Arabic	Section: Main	Size: 135.84
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln= en&id=4403865&qk=k...			



Feb 23, 2017

" القافلة الوردية" تعزز مهارات كادرها الطبي

Publication: Al Ittihad (Newspaper)	Country: United Arab Emirates	Page: 20	AVE: \$1,537.90
Circulation: 109,640	Language: Arabic	Section: Main	Size: 35.72
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln= en&id=4404321&qk=O...			



استعداداً لمسيرتها حول الإمارات

«القافلة الوردية» تعزز مهارات كادرها الطبي

الشارقة (الاتحاد)

شارك في ورشة العمل، التي أقيمت يوم السبت الماضي في مستشفى الجامعة بالشارقة، أكثر من 60 من الكوادر الطبية، موزعين بين أطباء وممرضين وأخصائي أشعة، وذلك في إطار الاستعدادات الجارية لانطلاق مسيرة فرسان القافلة الوردية، خلال الفترة من 7 إلى 17 مارس 2017، تحت شعار «سبع سنوات.. لسبع إمارات»، والتي تستمر لمدة 11 يوماً تجوب خلالها جميع أنحاء دولة الإمارات لنشر الوعي بسرطان الثدي، وأهمية الكشف المبكر عنه، وتقديم الفحوص الطبية المجانية للمواطنين والمقيمين من الجنسين. استهدفت الورشة اطلاع الأطباء والممرضين وأخصائي الأشعة الذين سيشاركون في المسيرة على أحدث التطورات في مجال الفحوص الطبية الخاصة بالكشف عن المرض. وأكدت

نظمت اللجنة العليا المنظمة لمسيرة فرسان القافلة الوردية، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بنشر وتعزيز الوعي بمرض سرطان الثدي، وتوفير الفحوص الطبية المجانية للكشف المبكر عنه، ورشة عمل طبية متقدمة بهدف تدريب فريقها الطبي المشارك في مسيرتها السنوية السابعة، والأطباء والممرضين في المستشفيات والعيادات الشريكة والمتعاونة، على أحدث الوسائل والفحوص الطبية المتخصصة في تشخيص سرطان الثدي. وتأتي هذه الورشة حرصاً من اللجنة العليا المنظمة للمسيرة على تدريب كوادرها الطبية، وتعزيز قدراتهم في مجال التشخيص والعلاج.



أكثر من 50 عيادة تقدم الفحوصات المجانية لسرطان الثدي على مدار 11 يوماً

القافلة الوردية تعزز مهارات كادرها الطبي في تشخيص سرطان الثدي استعداداً لمسيرتها حول الإمارات

وقالت الدكتورة سوسن الماضي المدير العام لجمعية أصدقاء مرضى السرطان، رئيس اللجنة الطبية والتوعية لمسيرة فرسان القافلة الوردية، أحدث التقنيات والوسائل التكنولوجية المتكثرة استخدمت مؤخراً برنامجاً إدارياً مجموعة من البيانات التي تساعد الفرق الطبية على جميع المعلومات المتعلقة بالأشخاص الذين خضعوا للفحوصات الطبية وتصوير الأشعة لدى العيادات الطبية المختلفة، المساهمة في سرعة فرسان القافلة الوردية.

وأشارت الماضي، بوفرة البرنامج وأجهزة سهلة الاستخدام، لتج اللطاقم الطبي سهولة تسجيل الدخول وإدخال البيانات وجمعها، كما أنه يعمل بشكل من بوجود اتصال بشبكة الإنترنت أو بدون، بما يتواءم مع ظروف توفره نظيفة شبكة الإنترنت، الناجمة عن لكل اللطاقم الطبي المستمر في جميع أنحاء الإمارات، وأعلن أن يشكل هذا البرنامج نقطة تحول في الصناعات الطبية في دولة الإمارات العربية المتحدة، ونجحت القافلة الوردية عند انطلاقها في عام 2011 في قطع أكثر من 1440 كيلومتراً على امتداد دولة الإمارات، وقدمت 11736 فحصاً ماموغراماً شعاعياً، 1802 فحصاً لثديي بالوجات فوق الصوتية، وشكلت في العام الماضي من تقديم الفحوصات الطبية المجانية للكشف عن سرطان الثدي، 1119 موطناً ومواطن، 3940 موطناً وموطناً، وجميعاً في مختلف إمارات الدولة، كما قدمت الفحوصات الطبية المجانية 412 أنثى و356 شخصاً، من بينهم 852 رجلاً غير أكثر من 455 عيادة طبية خلال ستة أعوام.

سيكون مرافقاً لفرسان الإرادة والأمل طيلة أيام المسيرة. وأوضحت الماضي أن هذه الورشة التدريبية لا تعد الأولى من نوعها، فقد أقيمت القافلة الوردية على تنظيم ورشة تدريبية لطواقمها الطبية كل عام، لتناول آخر المستجدات في مجال الفحوصات المبدولة للأشخاص بسرطان الثدي، بناءً على أحدث الدراسات والوسائل في هذا المجال، وتكررت الورشة، التي قدمها نخبة من الأطباء في مستشفى الجامعة بالشارقة، وهم الدكتور فؤاد مبارك، جراح سرطان الثدي، والدكتور عينا لثوم، فاسم عبيدين، استشاري أول أشعة، والأستاذ الدكتور نيل سليمان، رئيس قسم طب الأسرة والجنين، على العناصر اللازمة لنجاح الرعاية الصحية لمرضى سرطان الثدي، بما في ذلك المعرفة الجديدة بهذا المرض، ومهارات التواصل مع المراجعين والمرضى، ومهارات التصوير الشعاعي للثدي، والتعرف إلى الحالات التي تستدعي إحالتها إلى طبيب مختص.

وضعت الصورة التدريبية أيضاً جلسة حول الإجراءات الصحيحة لإدخال بيانات الفحوصات إلكترونياً لديها، عمار أختي، الرئيس التنفيذي لمجموعة واثق كوي جروب، وحضرها أعضاء الفريق الطبي لسيرة فرسان القافلة الوردية، وكذلك عدد من أعضاء الكادر الطبي والتوعوي والإداري في عيادة الشارقة التابعة لمستشفى الجامعة، وعيادة مستشفى لومبي بجدة، والعيادة التابعة لمستشفى الشيخ خليفة التخصصي بإمارة رأس الخيمة.

التدري، في مختلف أنحاء دولة الإمارات على أحدث التطورات في مجال الفحوصات الطبية الخاصة بالكشف عن المرض، بالإضافة إلى تعزيز مهاراتهم في التشخيص والعلاج. تشكلت اللجنة العليا المنظمة لمسيرة فرسان القافلة الوردية، إحدى مبادرات جمعية أصدقاء مرضى السرطان، المعنية بنشر وتعزيز الوعي بمرض سرطان الثدي، وتوفير الفحوصات الطبية المجانية للكشف المبكر عنه، ورشة عمل طبية متقدمة بهدف تدريب فريقها الطبي المشارك في مسيرتها السنوية السابعة، والأطباء والممرضين في المستشفيات والعيادات الشريكة والمتعاونة، على أحدث الوسائل والفحوص الطبية المتخصصة في تشخيص سرطان الثدي. وتأتي هذه الورشة حرصاً من اللجنة العليا المنظمة للمسيرة على تدريب كوادرها الطبية، وتعزيز قدراتهم في مجال التشخيص والعلاج.

Jawaher Al Qasimi calls on the Emirati Community and Media to Support the Pink Cause of Breast Cancer Awareness

Her Highness stresses that UAE society provides a humanitarian model of healthcare



Achieved images during previous PCR

Jawaher Al Qasimi calls on the Emirati Community and Media to Support the Pink Cause

| 26 Feb, 2017

| Awareness activation

| Sharjah, UAE

Her Highness Sheikhah Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of the Friends of Cancer Patients, has urged the Emirati community and the UAE media to support the Pink Caravan's mission towards establishing a global model for breast cancer awareness.

Sheikha Jawaher Al Qasimi, who is the International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, called on all community media members

to join forces with the Pink Caravan, saying that unifying behind it would help it achieve its humanitarian message of promoting the importance of early detection of the disease.

"Today and every day, we emphasise our solidarity. Our sense of humanity requires us to support the Pink Caravan Ride and contribute to promoting its message with all our means. If we are not able to physically accompany the Pink Caravan on its journey, we can still donate, do good deeds and convey its message of hope," said Her Highness Sheikhah Jawaher Al Qasimi.

Her Highness stressed that the UAE society has become a humane model of unity, collaboration and solidarity, with its citizens standing by each other and by all those in need worldwide. Sheikha Jawaher said that this humanitarian approach is clearly manifested in the magnitude of charitable and humanitarian initiatives launched by the UAE.

Sheikha Jawaher bint Mohammed Al Qasimi made her remarks a few days prior to the commencement of the 2017 Pink Caravan Ride, which sets off on Tuesday, March 7, from the Sharjah Equestrian and Racing Club. The ride that will dispense free medical screenings to all community segments across the seven emirates before concluding its 10-day journey in Abu Dhabi on Friday, March 17.

With its theme for 2017 'Seven Years.. for Seven Emirates,' the Pink Caravan Ride is organised under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, to help spread awareness about breast cancer.

Sheikha Jawaher underscored the importance of early detection in increasing the chances of survival rates, highlighting that statistics show that 98% of those who are diagnosed early make a full recovery.

"The results achieved by the Pink Caravan over the years give us hope and show that the Pink Caravan is on the right track. This is supported by the number of people examined since it started its activities. To date, the Pink Caravan has provided free medical checkups and screenings for early detection to 41,391 Emirati citizens and expatriate residents, both men and women," Her Highness added.

This year's Pink Caravan Ride will see the inauguration of seven stationed clinics in the seven emirates where medical teams will conduct medical examinations for visitors and answer their queries about breast cancer. Sheikha Jawaher highlighted that its success would be enhanced by the media supporting the Pink Caravan's message, saying that the partnership of civil society

bodies helps realise the concept of the Union and gives a boost to the UAE's vision for the 'Year of Giving.'

Sheikha Jawaher expressed her profound thanks and deepest appreciation to all volunteers, ambassadors, medical teams, individuals, partners and supporters for their efforts that have contributed to promoting awareness about breast cancer and the importance of its early detection, as well as dispelling misconceptions surrounding the disease.

Since its inception in 2011, Pink Caravan has travelled more than 1,420 km across the seven emirates. It has conducted a total of 11,736 mammograms and 1,802 ultrasounds. Last year, it enabled 1,119 UAE nationals and 3,940 residents to receive free breast examinations. Pink Caravan's total of 455 medical clinics offered early breast cancer detection screenings for 41,391 people, including 8,526 men.



21 Press Mentions



Feb 27, 2017

جواهر القاسمي: المجتمع الإماراتي نموذج في وحدته وتكاتفه

Publication: Al Bayan (Newspaper)	Country: United Arab Emirates	Page: 4	AVE: \$1,749.75
Circulation: 94,550	Language: Arabic	Section: Main	Size: 56.44
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4424515&qk=h...			



جواهر القاسمي: المجتمع الإماراتي نموذج في وحدته وتكاتفه



■ القافلة الوردية.. 7 سنوات من مسيرة العطاء | من المصدر

فعالياتها يوم الجمعة 17 مارس.

رسالة

وقالت قرينة صاحب السمو حاكم الشارقة: «تقود دولة الإمارات اليوم، مسيرة من العطاء والمحبة، تقف خلفها جهود بيضاء من أبناء الوطن والمقيمين، آمنوا برسالة الإنسانية الخالدة، التي تؤكد أننا خلفاء الله على الأرض، وما جئنا هذه الدنيا إلا لنعمرها، وننعم الخير.

وتعاون أبنائه، ووقوفهم إلى جانب بعضهم، وجانب المحتاجين والمتضررين في مختلف بلدان العالم.

جاء تصريح سموها، قبيل انطلاق مسيرة فرسان القافلة الوردية يوم الثلاثاء 7 مارس، من نادي الشارقة للفروسية والسباق، برعاية صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي عضو المجلس الأعلى حاكم الشارقة، حيث ستجوب إمارات الدولة كافة، لتحظ رحالها في العاصمة أبوظبي، في ختام

الشارقة - البيان

أكدت قرينة صاحب السمو حاكم الشارقة، سمو الشارقة جواهر بنت محمد القاسمي، الرئيس المؤسس لجمعية أصدقاء مرضى السرطان، سفيرة الاتحاد الدولي لمكافحة السرطان، للإعلان العالمي للسرطان، سفيرة الاتحاد الدولي لمكافحة السرطان لمرطانات الأطفال، أن المجتمع الإماراتي بات يشكل نموذجاً إنسانياً فريداً في وحدته وتكاتفه



Feb 27, 2017

Join pink ride to convey message of hope'

Publication: Khaleej Times (Newspaper)	Country: United Arab Emirates	Page: 7	AVE: \$2,654.00
Circulation: 92,750	Language: English	Section: Main	Size: 71.61
Tags: Pink Caravan			
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4426345&qk=4...			



'Join pink ride to convey message of hope'

Staff Reporter

SHARJAH — Sheikha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, founder and royal patron of the Friends of Cancer Patients, has urged the Emirati community and the media to support the Pink Caravan's mission towards establishing a global model for breast cancer awareness.

Sheikha Jawaher, who is the International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, called on all community media members to join forces with the Pink Caravan, saying that unifying behind it would help it achieve its humanitarian message of promoting the importance of early detection of the disease.

"Today and every day, we emphasise our solidarity. Our sense of humanity requires us to support the Pink Caravan Ride and contribute to

41,391

men and women have undergone free cancer screenings so far

promoting its message with all our means. If we are not able to physically accompany the Pink Caravan on its journey, we can still donate, do good deeds and convey its message of hope," said Sheikha Jawaher.

Sheikha Jawaher made her remarks a few days ahead of the 2017 Pink Caravan Ride, which will begin on March 7, from the Sharjah Equestrian and Racing Club. The ride that will dispense free medical screenings to all community segments across the seven emirates before concluding its 10-day journey in Abu Dhabi on March 17.

Sheikha Jawaher underscored the importance of early detection in increasing the chances of survival rates.

reporters@khaleejtimes.com



The Pink Caravan Ride will start on March 7 at the Sharjah Equestrian and Racing Club and will conclude in Abu Dhabi on March 17.

Gulf Cancer week 2017



Football match for
Cancer Patients and
survivors

📅 | 21 February, 2017

👤 | Beneficiary support

📍 | Sharjah Sports and
Cultural Club, Sharjah

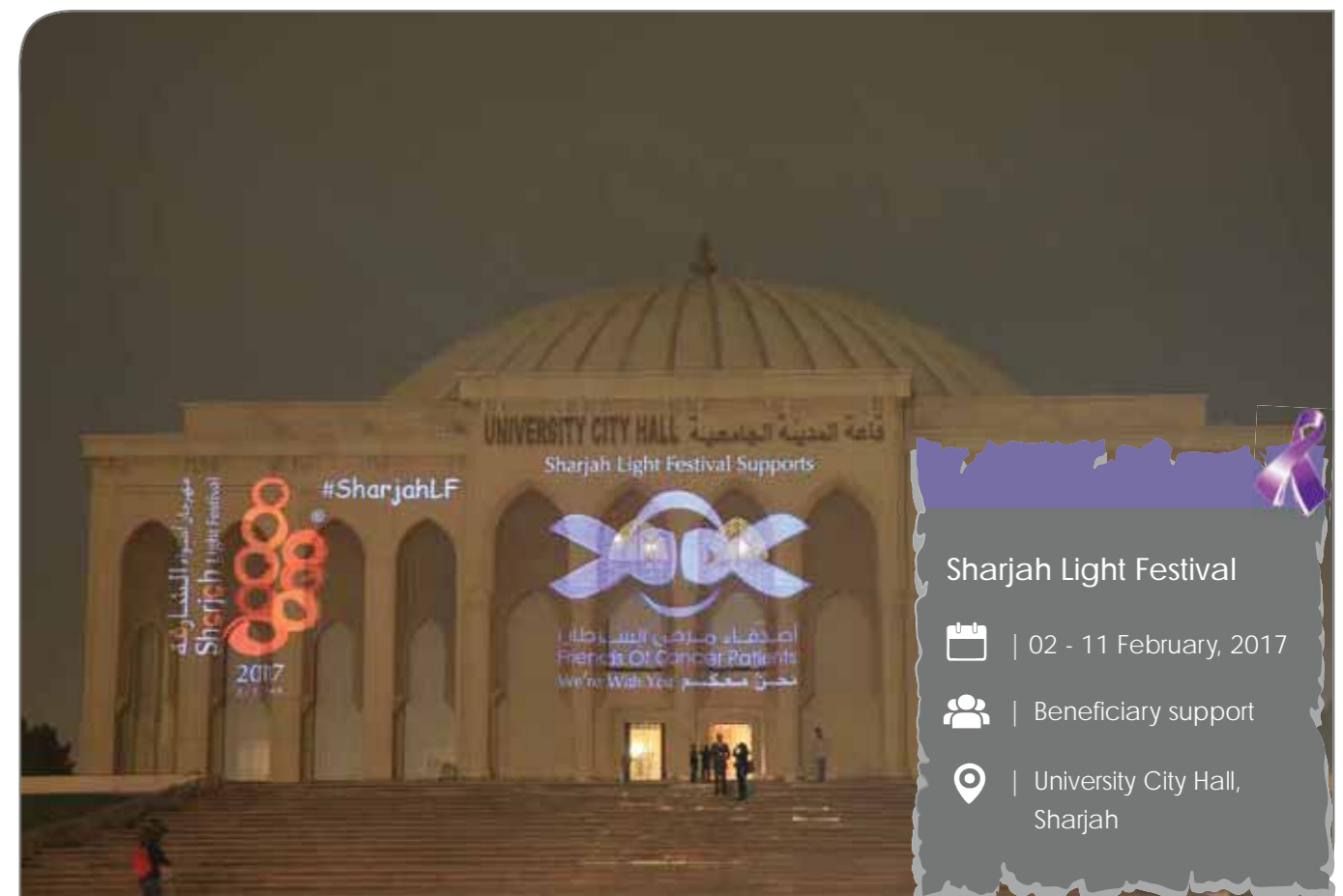


Avalon Heights World
School Awareness
Campaign

📅 | 05 - 09 February, 2017

👤 | Beneficiary support

📍 | Ajman



Sharjah Light Festival

📅 | 02 - 11 February, 2017

👤 | Beneficiary support

📍 | University City Hall,
Sharjah

Seven Pink-themed Events Planned in Support of Pink Caravan Ride 2017

The number 'seven' features predominantly throughout this year's breast cancer awareness event



سبع سنوات...
لسبع إمارات
7 Years... for 7 Emirates
07-17 مارس 2017
MARCH



Seven Pink-themed Events Planned in Support of Pink Caravan Ride 2017

02 March, 2017

Awareness activation

7 Emirates

The theme of 'seven' takes centre stage at this year's annual Pink Caravan Ride, the seventh since its inception in 2011. Running from March 7-17, the latest edition of the event is being hosted under the tagline 'Seven Years... for Seven Emirates' and features seven 'pink' events dedicated to enhancing awareness about breast cancer and the importance of its early detection.

"Each year, we aspire to introduce new and attractive activities in order to increase community interaction with the initiative. Our strategy is to encourage the public to respond to the calls made by our medical teams to undergo important medical check-ups and screenings for the early detection of breast cancer, with these examinations provided for free by mobile and fixed medical clinics throughout the country," said HE Nada Askar, Head of Pink Caravan's Events Committee.

"We can promise that this year, as with our previous years, the public will be treated to an array of exciting and meaningful events during the Pink Caravan Ride. These events have been specifically designed to coincide with the Pink Caravan's celebration of its seven years of operations. We invite all community segments to enjoy these events that comprise sports, entertainment and awareness-raising activities" she added.

The first of the Pink Caravan Ride's seven 'pink' activities is its opening ceremony, which takes place on March 7 at the Sharjah Equestrian and Racing Club. The launch event marks the commencement of the ride's 10-day journey across the seven emirates, which will see it offering free clinical breast examinations to all segments of the UAE community and raising awareness about the importance of early detection of the disease.

The second of the events is the Pink Caravan Children's Ride, which takes place on March 10. For the first time in the Pink Caravan Ride's history, young advocates of breast cancer awareness will gather with their horses to travel over a 7km route, accompanied by riders from the Dubai Riding for the Disabled institute who will undertake a 1.5km ride. The Children's Ride will feature a range of entertainment activities, including a bouncy castle, face-painting, a photo wall, a petting zoo, and other attractions to keep youngsters fully entertained.

On day five of the Pink Caravan Ride, women will be treated to a special 'Pink Yoga' evening event, the third of the ride's special seven activities for 2017. Organised in cooperation with the Dubai Ladies Club and taking place at the organisation's beach front location, the session will encompass deep breathing and relaxation exercises against an ocean and sunset backdrop.

The Khalid Lagoon Corniche in Sharjah is the venue for the sporting activity 'Pink Strides - SHJ,' which will take place

on March 12. Involving participants undertaking a 7km journey on foot, Pink Strides aims to promote women's physical fitness and encourage them to adopt a healthy lifestyle. Complementing the event will be a boat parade that has been organised by Sharjah International Marine Sports Club.

The fifth of Pink Caravan's seven activities for 2017 is 'Pink Bite,' which continues its success from last year's event which raised AED 51,000. This year, 7 renowned Pink Caravan ambassadors will team up with seven prominent local and international chefs in a cook-off to host a special culinary showcase during which they will prepare pink-coloured Emirati ingredients dishes. Taking place on March 14 in collaboration with Galleries Lafayette, Le Gourmet - The Dubai Mall, the event will create gourmet meals that will be sold during a charity auction to raise funds for the Pink Caravan.

The penultimate event in Pink Caravan's special agenda for 2017 has been designed to please lovers of nautical

activities, the 'Pink Regatta' enables boat owners to join the Pink Caravan and set sail in support of the Pink Caravan's mission. The Pink Regatta will take place on March 15 at Palm Island in Dubai in collaboration with "Nakheel Properties".

Finally, the Pink Caravan's closing ceremony in Abu Dhabi on March 17 will see the conclusion of its special programme for 2017. The 'Pink Strides - AD' event will see people of all ages joining in a 7km walk around the premises of Zayed Sports City, with participants and spectators able to enjoy food and beverages from an array of food trucks at the venue.

Since its inception in 2011, Pink Caravan has travelled more than 1,440 km across the seven emirates delivering free health consultations and breast examinations, including 11,736 mammograms and 1,802 ultrasounds. Pink Caravan's total of 410 medical clinics has offered early breast cancer detection screenings for 41,391 people, including 8,526 men.



Pink Caravan: AED 24 million worth of Breast Cancer Screenings over 6 years

More than 41,000 UAE citizens and residents screened in six years



Pink Caravan: AED 24 million worth of Breast Cancer Screenings over 6 years

04 March, 2017

Awareness activation

7 Emirates

The pan-UAE Pink Caravan Ride, dedicated to raising breast cancer awareness is embarking on its 7th journey across the emirates. Riding on horseback, stopping at the nation's famous landmarks and parks, accompanied by physicians and nurses at mobile clinics, these humanitarian ambassadors are all unsung heroes. During the 10-day expedition, the Pink Caravan's riders, volunteers and medical staff can be seen in every corner of the nation where they will extend the message of pink hope and press home the importance of early breast cancer detection.

The typical cost of breast cancer screening costs between AED 250 – AED 1,000, but the Pink Caravan's examinations provide the opportunity and the means for the public to attend a session for free during its annual ride.

For the Pink Caravan, the value of providing the examinations – over the past six years, is AED 24 million worth of medical examinations, check-ups, mammograms and ultrasounds that has been provided to more than 41,000 people.

The ultimate aim is to raise awareness of breast cancer, but in order to achieve that goal there must also be an increased awareness of the Pink Caravan itself.

Dr Sawsan Al Madhi, Head of the Pink Caravan's Medical and Awareness Committee, said: "In the six years since the Pink Caravan Ride set off on its very first journey, we have received tremendous support. Whether it has been emotional, practical or financial, people have been very generous, but we will always welcome new contributors and be forever grateful to those who can keep this momentum going." Al

Madhi added "The Pink Caravan is an initiative from the committee and to the committee."

"The number of people we have screened and the number of minds we have put ease is phenomenal, but what many people don't realise is that we have helped to make the difference between life and death while we are actually touring the emirates. Our medical experts have referred several people who have visited our clinics to oncologists, who in turn have potentially saved their lives. Those patients and their families have consistently attributed much of their recovery to the enduring support they were given by Friends of Cancer Patients, organisers of the Pink Caravan," said Al Madhi.

In its first year, the Pink Caravan offered clinical examinations worth AED2.506 million to 10,024 people, while 6, 751 people benefited from free screenings worth AED1.688 million in 2012.

In its third year, a total of 6,102 women and men were examined at a cost of AED1.525 million, while in its fourth year, the Pink Caravan provided medical check-ups costing AED1.518 million

to 6, 072 persons in 2014. Also, 7,383 men and women had benefited from screenings worth AED1.846 million in 2015. Last year, the Pink Caravan offered free clinical examinations valued at AED1.265 million to 5,059 people throughout the country.

The Pink Caravan provided mammograms to 3,454 people in 2011, 2,152 people in 2012, and 1,197 people in 2013. This number increased to 1,546 people in the Pink Caravan's fourth year and rose again to 1,722 people in its fifth year, and finally to 1,665 in 2016, bringing the total number of mammograms to 11,736 people. At AED 1,000 for each mammogram, this alone accounts for nearly half of the six years' expenditure.

In regards to ultrasounds, Pink Caravan has conducted 1,802 ultrasounds, with each screening costing AED1, 000. In 2011, some 386 people underwent ultrasound scanning, while 325 people had benefited from this free service in 2012, and 189 people benefited in the third year of the inception of the Pink Caravan. The number then rose to 286 people in 2014, while 176 people benefited from ultrasound screening

in 2015, before the number rose dramatically to 440 persons last year.

The total value of all kinds of examinations and breast screenings provided by the Pink Caravan over its six years, the statistics show that clinical examinations are valued at AED10.348 million, while mammograms worth AED 11.736 million and ultrasounds totalled AED 1.8 million. This brings the total amount to AED24million worth of medical examinations and screenings offered by the Pink Caravan to 41, 391 people over the past six years.


Donations are open to everyone interested in supporting the Pink Caravan's mission. As low as AED5 can be made by sending a Du SMS "Pink" to 2302, direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account number 0034-430430-003, IBAN AE10041000003443043.

The global online social platform 'JustGiving', or PC's official website, their Facebook account - ThePinkCaravan, or their mobile app – Pink Caravan, can also be used for making donations.





Pink Caravan Dhs24 million worth of breast cancer screenings over 6 years

Publication: Gulf Today (Newspaper)	Country: United Arab Emirates	Page: 4	AVE: \$2,035.98	
Circulation: 36,000	Language: English	Section: Main	Size: 124.91	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4462393&qk=u...				

Pink Caravan: Dhs24 million worth of breast cancer screenings over 6 years

THE SCOTT REPORT

The typical cost of breast cancer screening tests between \$16,350 - \$18,000, but the Park Cancer's decision *will* provide the opportunity and the means for the public to attend a seminar, the first during its annual ride.

For the Park Cancer, however, the value of providing the seminar - one of the past six years, in \$100,000 worth of travel expenditures, three, nonstop, and ultimately, the cost has been provided in more than 41,000 people.

The ultimate aim to provide an assessment of breast cancer, but in order achieve that goal there must also be an assessment of the Park Cancer's efforts.

Dr. Susan A. Morley, Head of the Park Cancer's Medical and Academic Committee, said, "In this way, we can see the Park Cancer's role set on an

[illegible][illegible]

سورجان الثاني في مصر، والذين استولوا على السلطة في مصر، وهما الجيش والجمهورية. استولوا على السلطة في مصر، وهما الجيش والجمهورية. استولوا على السلطة في مصر، وهما الجيش والجمهورية.

تفاعلات المقاتلة الناجمة عن تصحيح المفاهيم المغلوطة التي تدور حول المرض، وإزالة حاجزي الخوف والتحيز التي تعترض التعامل معه، مما أسهم في إنشاء العديد من الأوامر.

[illegible]

وتتضمن المديرة السنوية للتألق
التي هي أربعة مستويات: رئيسة،
مديرة، مديرة، ومديرة. وتتضمن
جميع المستويات، والمديرات، والمديرات
المستقلة، والمستقلة، والمستقلة، والمستقلة.

[illegible]

والاستعداد من أجله إلى العمل
العامها السابع قالها لنظر
إلى كل ما حفظته من الحقائق
الأصوات الماضية. واستلهم العزم
في مواصلة المسيرة لتحقيق أهداف
الجمعية بتعزيز الوعي بسرقات التاجر

ويلتون لاى الشخصى داخل الصورة
 استمر بعد انضمامه للقوات الجوية
 من خلال العديد من الطرقات الى
 يمكن التوصل من طريق التحويل
 المصرية الى الجبال المصرية
 للقوات الجوية الى طريق مصر
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 لها يمكن التوصل من طريق الرسائل
 المصرية المصرية (SMS) الى خلال
 2302
 التحويل كالتالى من طريق مصر
 الاستوائية العالية تمت التحويل
 او من خلال التحويل للقوات الجوية
 الى من خلال مصر الى
 ThePinkCaravan
 او عبر التطبيق الطبي الخاص
 بالمرضى
 وقالت المندوبة مومن القاضي رئيس

المجلسة العلمية والسياسية لمنتدى
قرمان الثالثة الوردية، في أعوام مرث
من عصر الفاتنة الوردية، لم تزد فيها
مسيرها إلا عتقا، وبذلك الفاتنين في
دولة الإمارات العربية المتحدة أمثالاً
وكسوة، مواطنين وعلميين، حيث

خدمات التجميل التي 1.665 حاد
لنصل عدد الأطباء الذين خصص
36 والاعلام 197 واما 136
الخصيص والنفقة لغير 1.000
برامج للحالة الواحدة
عام 2011 من نهاية العام
التجسي، قدمت المساعدة الطبية
الخصص بالانظمة 1.802
1.802 شخص بالنفقة وامتد
1.000 رجه للامانة والواحدة،
عام 2011 ابتداء من هذه الخدمة
386 شخصه، و 2012 العام
325 شخصه، و 2013 العام
للطاقة، انشأت 189 حاد، ثم تم
286 العام التالي في 286
2013 العام 704،5 و 176

لتم ازالة العدد بشكل كبير الى
شخصا استنادا من هذه النصوص
لعام الماضي
وحول قيمة النصوص، الإجمالي
ليس قد عمتها التكاليف على عدد

فيقول مستشارها العام الرابع 2014: «الفرصة الثالثة لخدمات الصحة السريرية التي كانت بمثابة إلهام لي»
عام 2015 كانت بلغت 1,518 مليون
في 2015 1,846 مليون
بعد أن تم خفضها من 7,383 مليون
في 2015 5,059 مليون
أما التكاليف فبلغت نحو 1.2 مليار دولار.

1.192 شخصاً خلال العام
ي، ثم 1.197 شخصاً في عام
2016، ثم ارتفع العدد إلى
1.546 في العام الرابع، وارتفع مجدداً
1.722 شخصاً في العام الخامس
سواءً في عام 2016 لتقديم

[illegible]

عام 2012، تمكنت الجامعة من خفض
أ. مجموعة 6,751 شخصاً بكلفة
1,688 مليون درهم لفرنسية. وب
عامها الثالث، بلغ عدد من تم فحصهم
6,102 شخصاً من الإناث والذكور.
سنة بلغ متوسطها 1,525 مليون

• الأشارقية-الفخيرية


تري فرنسا انها في كل مكان، بطعون
والجراح والاصابة، يصرخ على العالم
بأنه لا يتقبل، يهدون بأبصارهم بارقه
الاسم السويدي، ويستبشرون في
بعض من سرقات الشراي على اعتداء
استراتيجي الى الخطى ازمات الدوله
ليس لتعزير لجهود معاقه المرض
باصطانتهم فضاء لا يور فرنسا على
الظهور على وجه ابياء، وعرضين في
الطريق المقتطعة، او مغرور، يحاولون
مخاللة الاستبداد، او معطلين
مخالفاتهم القسريه، فلولاء، جديدا
من قهرنا القاطنة الوريه
تعتبر القاطنة الوريه حيازة وعنيه
نمويه القاطنة جديده اعتداء
الاستبداد، السرقات، من 2010.

والتفقت في مسيرتها الأولى عام 2011، فهاجرت مع ابنتها ليرة إلى الإمارات العربية المتحدة التي حرصت على سعادتها وضمها إلى المسلمين على أرضها، وتعتبر المحافظة على صلتهم من مبادئها الدينية والنفسية سبباً من أسباب السعادة كما قال الفنانة معنية صبر وأبرز الوحي صرطان الثدي بأهملته الشظف المزدني وأشكره لتقديم الموضوعات الطبية الجارية

خلال مسيرة بل وعطاء امتدت على مدى ستة أعوام، إرحمتها العاقبة الوردية ٢٠١٤، الوطنيين والقيمين في دولة الإمارات العربية المتحدة، فمواهب طيبة مجتهدة اكتسبت من سرطاني الشري، بنج إسماعيل، فليتها خلال هذه الفترة حوالي ٢٤ مليون مرحة.

٢٠١٦، ومن استطلاع العاقبة الوردية في عام ٢٠١٦، وهي نهاية العام الماضي، فليتها من استطلاع العاقبة الوردية.

القافلة الوردية: 24 مليوناً قيمة فحوص سرطان الثدي خلال 6 أعوام

Publication: Al Fajr (Newspaper)	Country: United Arab Emirates	Page: 8	AVE: \$3,095.00	
Circulation: 21,800	Language: Arabic	Section: Main	Size: 145.03	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4462583&qk=q...				

قدمت فحوصا مجانية لـ 41 ألفاً و 391 شخصاً في إمارات الدولة السبع

القافلة الوردية: 24 مليون درهم قيمة فحوصات سرطان الثدي خلال 6 أعوام

القافلة الوردية تدعو أفراد المجتمع والمؤسسات المحلية إلى دعم جهودها من خلال التبرع عبر إحدى القنوات المعتمدة

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Pink Caravan Report '7 Years... for 7 Emirates' and Six Years of Success

More than 41,000 UAE citizens and residents screened in six years



Pink Caravan Report '7 Years... for 7 Emirates' and Six Years of Success

06 March, 2017

Awareness activation

7 Emirates

The success of a society may be measured in terms of the values of the people it represents. The population should be interactive and respectful of their environment and they should always aim to improve relations within their own communities as well as others. Over the past four decades, the UAE has been responsible for encouraging its people to give back to society and ensure others less fortunate are given the help, support and strength needed to increase their quality of life; voluntary work has become a mainstay of the UAE's philosophy and a pillar of its morals.

In 2011, the now famous Pink Caravan was launched by Friends of Cancer Patients to raise awareness of breast cancer and emphasise the importance of its early detection. Over the past six years, more than 200,000 volunteer hours have been dedicated to the cause – that is the equivalent of every hour

of every day for 23 solid years. It is an incredible achievement and one which shows the nation's true spirit of caring.

Speaking about its beginnings, Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan, said: "From its first year, the Pink Caravan made a significant difference to people's attitude towards breast cancer and made information more accessible to more people. The initiative is totally reliant on donations and volunteer work and to have made such an impact on so many people is a great testament to the teams involved."

Before starting the first of its many nationwide journeys, the Pink Caravan conducted comprehensive surveys and research about breast cancer risk factors, prevention, treatment, detection, ways to refer and much more.

"We also examined the target geographical range to identify those areas which would need the greatest encouragement and incentives to visit the Pink Caravan facilities and make the most of the free screenings," BinKaram added.

Breast cancer is the most common cancer in women worldwide. It accounts for 16% of all female cancers. More than 1.1 million women are diagnosed with breast cancer annually across the world, resulting in 510,000 deaths. Despite these alarming figures, research shows that if the disease is detected early, 79% of women with breast cancer will survive.

"The Pink Caravan began with the highly important task of separating fact from fiction and breaking down the barriers of fear. Promoting awareness is a national community and humanitarian responsibility that should be shared by institutions and individuals, while laying emphasis on the importance of early detection as the cornerstone of the fight against it," BinKaram said.

She referred to the great support for the Pink Caravan from the nation's leaders and the impressive response by public and private sectors and from all community segments.

Every year, the Pink Caravan introduces new activities and programmes to expand its geographical reach. With over 400 riders, the Pink Caravan Ride has travelled 1,440km across the seven emirates in its six year history and its medical teams visited 87 schools where they conducted educational workshops and delivered lectures about the importance of early detection of breast cancer.

Pink Caravan's milestones in six years

The Pink Caravan was launched under the generous patronage of His Highness Dr. Sheikh Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, who gave this initiative special attention. His Highness Sheikh Sultan provided all the support and facilities for the Pink Caravan Organising Committee – a move that has contributed significantly to the milestone achievements made during the last six years.

The Pink Caravan also enjoys an immense support from Her Highness Sheikh Jawaher bint Mohammed Al Qasimi, Founder and Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and

International Ambassador for Childhood Cancer for UICC. She is also the Royal Patron of the Global NCD Alliance Forum.

In its first year, the Pink Caravan offered free screenings to 10,000 people, including 6,079 women, and 3,945 men. A total of 3,500 people were referred for mammograms, 600 of which responded, while 390 were referred for ultrasound. Eight women were diagnosed with cancer.

In 2012, the Pink Caravan offered free examinations to 6,750 people, including 6,275 women and 475 men. Of these, 2,150 cases were referred for mammograms, out of which 600 responded, while 325 cases were referred for ultrasound, with 85 responding. Five women were diagnosed with cancer. Also in the same year, a number of government and private organisations contacted the Pink Caravan and requested to have its employees screened.

In June 2012, Pink Caravan and University Hospital Sharjah signed a Memorandum of Understanding with the Institute Gustave-Roussy, a leading European oncology centre, to establish the first comprehensive breast cancer



centre in University Hospital Sharjah.

In 2013, the Pink Caravan provided examinations to 6,100 people, including 5,000 women and 1,100 men, while 1,100 cases were referred for mammography, 500 of which responded, and 325 cases were referred for ultrasound scans. Three women and one man were diagnosed with breast cancer.

In 2014, the Pink Caravan provided free screenings to 6,070 people, including 5,070 women and 1,000 men. A total of 1,500 cases were referred for mammography, out of which 380 people responded, and 290 cases were referred for ultrasound scans. Further medical tests proved that five women were diagnosed with breast cancer.

In 2015, the Pink Caravan offered free examinations to 7,390 people, including 6,040 women and 1,340 men. Of these, 1,720 cases were referred for mammogram screenings, 290 of whom responded. Some 175 cases were referred for ultrasound scans, and six women were diagnosed with cancer.

During the 2015 ride, the Pink Caravan announced the first state-of-the-art mobile mammography unit in the UAE. It costs AED 15 million and Sharjah Media Corporation donated AED 13 million.

In 2016, the medical clinics offered free breast cancer screenings to 5,020 people, including 650 men and 4,370

women, divided into 1,120 Emiratis and 3,900 expatriates. Mammogram screenings were conducted for 300 people, while 1,650 people were referred for mammogram screenings and 435 people were referred for ultrasound scans.

The mobile clinic is prepared and equipped with the latest technology needed to conduct medical tests for the early detection of breast cancer, as well as other related medical examinations. The clinic will offer its services to the nation's more remote and least populated areas.

The mammography medical unit is able to receive six visitors per hour, 48 a day, 240 visitors in one week and 1,056 visitors per month. This means that the clinic has the capacity to receive, 12,480 visitors annually. The mobile mammography unit is the first of its kind in the UAE and constitutes a qualitative leap in the Pink Caravan's portfolio of achievements in its journey for the prevention of breast cancer in the community.

The Breast Centre, a subsidiary of the University Hospital Sharjah, offers advanced breast cancer treatment and surgical solutions as it is the only center-based programme for breast cancer treatment in the UAE.

The 2016 Ride also witnessed the inauguration of a stationed clinic at Al Majaz waterfront in Sharjah, and the

establishing of a strategic partnership with the Princess Grace Hospital in the United Kingdom, one of the best equipped multidisciplinary hospitals in London.

Overall results in six years

To date, the Pink Caravan has provided free medical checkups and screenings for early detection of breast cancer to 41,400 people across the country's seven emirates. Of these, there are 15,050 Emiratis and 26,330 residents. The total number of examined people includes 32,860 women, and 8,520 men. Some 33 people were diagnosed with breast cancer, including 32 women and one man.

The seventh Pink Caravan Ride 2017


Running from 7th – 17 March, the seventh Pink Caravan Ride will set off under the theme '7 Years... for 7 Emirates'.

This year's ride will see the inauguration of seven permanent clinics in the seven emirates where medical teams will receive people who want to undergo screenings, and take up visitor queries. These clinics will be stationed at Al Majaz Waterfront in Sharjah, Dubai City Walk, Abu Dhabi Corniche, Ajman Corniche, Al Hamra Mall in Ras Al Khaimah, Al Khazzan Healthcare Clinic in Umm Al Quwain, and Al Khazan Health Center in Fujairah.



Mar 07, 2017

الكشف عن سرطان الثدي كلف «القافلة» 24 مليون درهم

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 19	AVE: \$11,213.95	
Circulation: 90,000	Language: Arabic	Section: Main	Size: 263.80	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4478495&qk=3...				

ريم بن كرم رئيسة اللجنة العليا المنظمة في حوار مع «القافلة»:

الكشف عن سرطان الثدي كلف «القافلة» 24 مليون درهم

عبدالله الكندي - دبي: رئيسة اللجنة العليا المنظمة في حوار مع «القافلة»...
 سافرة القافلة الوربية مدارية وطنية لتوعية المرأة بحديثها عن سرطان الثدي...
 موهبة السرطان في عام 2017، وأطلقت في مسيرتها الأولى على...
 141، وأنها القافلة بنشر وتوزيع الوعي بسرطان الثدي وأهمية...
 الكشف المبكر والتدخل الطبي والتوعية المجتمعية للحد من...
 انتشاره، مما يساهم في الحد من انتشاره في دولة الإمارات.

تحتل القافلة الوربية اليوم المركز 7 عالمياً، حيث تعطي هذه القافلة رسالة القافلة...
 بسرطان الثدي، حيث تعطي هذه القافلة رسالة القافلة...
 بزيادة من أمراض السرطان التي تؤثر على حياة الإنسان...
 نحو التمسك بالوقاية، وتزويد المرأة بخدمات الكشف المبكر.

7 عيادات طبية ثابتة خلال المسيرة

من أبرز المبادرات التي أطلقها الفريق في هذه الرحلة...
 ترويج القافلة الوربية، التي ستسافر في مسيرتها...
 السرطان، التي ستسافر في مسيرتها...
 من الأطفال فرصة الكشف المبكر في السرطان...
 الكشف، وستتواجد في كل من: دبي، أبوظبي،...
 مع عيادات طبية، حيث ستسافر في مسيرتها...
 قبل الوصول إلى خط القافلة، وسيتواجد فيها...
 مجموعة من طاقم القافلة، التي ستسافر في...
 141، وأنها القافلة بنشر وتوزيع الوعي...
 الكشف المبكر والتدخل الطبي والتوعية...
 انتشاره، مما يساهم في الحد من انتشاره في...
 دولة الإمارات.

محل وطني

من أهم السمات التي تميز القافلة...
 وطني، التي ستسافر في مسيرتها...
 ترويج القافلة الوربية، التي ستسافر في...
 السرطان، التي ستسافر في مسيرتها...
 من الأطفال فرصة الكشف المبكر في السرطان...
 الكشف، وستتواجد في كل من: دبي، أبوظبي،...
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القصص الخاصة

من أبرز القصص الخاصة...
 ترويج القافلة الوربية، التي ستسافر في...
 السرطان، التي ستسافر في مسيرتها...
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مفكرة القافلة

من أبرز مفكرة القافلة...
 ترويج القافلة الوربية، التي ستسافر في...
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Pink Caravan Riders and Volunteers Work Over 200,000 Hours for Breast Cancer Awareness

All forms of unpaid support equals every hour of 23 solid years



Pink Caravan Riders and Volunteers Work Over 200,000 Hours for Breast Cancer Awareness

06 March, 2017

Awareness activation

7 Emirates

Hundreds of riders and volunteers of all nationalities and from all parts of the UAE, along with specialised nursing and medical staff, and administrative and supervisory committees are all working under the banner of the Pink Caravan Ride. With an enthusiasm and passion for charity, they travel across the UAE from coast to coast to promote awareness about breast cancer, help with early detection and offer free medical check-ups for the nation's citizens and residents.

Since its inception in 2011, the Pink Caravan Ride has made massive strides across the seven Emirates in terms of free screening, separating fact from fiction and giving advice on minimising risks. And the Pink Caravan's unsung heroes have dedicated a total of 202,790 volunteer hours in serving the campaign's efforts – that's the equivalent of working every hour for 23 solid years.

Riders, doctors, nurses, administrative and support helpers and many more have proved that the spirit of giving knows no boundaries in generosity and self-sacrifice.

The Pink Caravan's medical teams at mobile clinics, are 83 medical staff members, each of them work for more than 15 hours a day, bringing the total volunteer hours to 165 hours per person in 11 days and 13,695 hours volunteered by the total medical staff in the same period – 82,170 hours in the six years.

Volunteers also take care of the horses and take part in the ride. Other work includes registering patients and organising the processes of medical examinations. The mobile clinic locations need to be arranged and advertised, medical services provided by the Pink Caravan must be promoted, and all forms of technical and logistical

support needed by teams accompanying the Pink Caravan must be provided.

The average working hours per volunteer is 14 hours per day, making 154 hours over the 11 days of the Pink Caravan Ride, while a total of 650 volunteers took part in the ride over the past six years – a total of 100,100 hours.

With regard to the Pink Caravan riders, they usually leave their homes early in the morning to prepare the horses for the ride and usually do not return home until late evening. Most of them serve hours ranging from 12- 14 hours per day, which would bring the average volunteer hours per rider to 130 hours over the 10 days of the journey.

Since the number of participating riders is between 8 and 10 riders each day, the average hours volunteered by nine riders on these days amounts to 1170 hours – bringing the total volunteer time dedicated by riders to 7020 hours over the past six years.

Charitable efforts are not limited to field work, but also extend to include the administrative, supervisory and regulatory works undertaken by administrative bodies and subcommittees overseeing the Pink Caravan Ride.

Weekly meetings are held from September each year, involving at least 15 people, with the duration of each meeting taking between four and six hours. This means the total number of meetings take more than 150 hours each year, bringing the total number of hours volunteered in meetings to 900 hours. Calculating the volunteer hours made by the total participants in these meetings results in 13,500 in six years.

Commenting on the volunteer hours achieved by the Pink Caravan, Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan Ride, said: "These figures show that the Pink Caravan has not only

promoted its core aim of raising breast cancer awareness and stressing the importance of early detection, it is also building a true culture of volunteering in its various forms in the UAE.

"We are inspired by the initiative launched by President His Highness Sheikh Khalifa bin Zayed Al Nahyan who declared 2017 as the UAE Year of Giving, which considers volunteering instrumental to realising its goals. The humanitarian and charitable works undertaken by the Pink Caravan are completely in line with this vision and it is a perfect role model in serving the nation and raising its profile and reputation as well as strengthening the spirit and belief in local charity," BinKaram added.

She continued: "The dedication of over 200 thousand volunteer hours has had a positive impact on the lives of many people and contributed significantly to saving the lives of dozens of breast cancer patients. It also contributed to promoting community awareness about the importance of performing regular and early breast cancer medical check-ups. All these achievements would not have been possible without the immeasurable support we received from His Highness Sheikh Dr Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, and his wife, Her Highness Sheikhah Jawaher bint Mohammed Al Qasimi, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC.

"There are only a few days to go before the Pink Caravan begins its journey of hope and giving across the nation, with this year's theme '7 Years.. For 7 Emirates'. The values of goodness, philanthropy and nobility are fundamental values we wish to see in our citizens and residents. Volunteering is part of giving back to our beloved

country and is a unique quality that we need to entrench in our children," BinKaram concluded.

BinKaram stressed that the support and attention that Pink Caravan is receiving from H.H. Sheikhah Fatima bint Mubarak, Mother of the Nation, Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation and President of the Supreme Council for Motherhood and Childhood, and the UAE leaders and its government and private institutions, constitute the axis of the sustainability to Pink Caravan's hope and awareness ride.

The itinerary of the 10-day horseback journey includes the equine route, medical route, fundraising initiatives, and awareness events to continue its mission of promoting breast cancer awareness and expanding the message of early detection. The Pink Caravan's Organising Committee believes that raising community awareness about the risks of breast cancer is a national, community and humanitarian responsibility. Therefore, every organisation and individual must take part of this responsibility.



القافلة الوردية.. 203 ألف ساعة تطوع خلال 6 أعوام

Publication: Al Watan - UAE (Newspaper)	Country: United Arab Emirates	Page: 6	AVE: \$347.57	
Circulation: 37,500	Language: Arabic	Section: Main	Size: 90.28	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4456871&qk=t...				

القافلة الوردية .. 200 ألف ساعة تطوع لمكافحة سرطان الثدي خلال 6 أعوام

[illegible]

خلال إحدى الفعاليات

المتمثل بالتوعية بمرض سرطان الثدي وسواجهته وتوفير الفحوصات المجانية للكشف المبكر عن بل أصبحت أيضاً أن القافلة تسير على الطريق الصحيح فيما يتعلق بترسيخ ثقافة العمل التطوعي بين أبنائه المختلفة في دولة الإمارات العربية المتحدة.

وأوضح أن صاحب السمو الشيخ خليفة بن زايد آل نهيان رئيس الدولة أعلن في بادرة كريمة أن عام ٢٠١٧ هو عام الخير وتوضّح الخطط التفصيلية للمبادرة أن التطوع يعتبر جزءاً أساسياً لتحقيق أهداف عام الخير إلا أن أعمال القافلة تسهم بتمام عم هذه التصورات وتقدم نموذجاً يحتذى في خدمة الوطن ورفقته وتعزيز منخوطة عمل الخير المحلية في شتى المجالات.

وأضافت بـ كرم أن تقديم القافلة لنحو ٢١٥ ساعة في مدائن التعاون كان له أثر إيجابي

هذه العطاءات الميدانية الكبيرة وإنما تمتد كذلك إلى عمل إداري وإشرافي وتنظيمي تتولاها الهيئات الإدارية والجوانب الفرعية المشرفة على عمل القافلة.

وتعد الهيئات واللجان اجتماعات اسبوعية اعتباراً من سبتمبر من كل عام يشارك فيها ١٥ شخصاً على الأقل وتستمر مدة الاجتماع ما بين ٤ و ٦ ساعات ما يعني أن ساعات الاجتماعات تتجاوز ١٥٠ ساعة في كل عام ليجسد عدد ساعات التطوع في الاجتماعات خلال أعوام القافلة الستة إلى ٩٠٠ ساعة وبحسب ساعات التطوع الإجمالي المشاركين في هذه الاجتماعات فإن مجموعاً يزيد على ١٣ ألفاً و ٥٠٠ ساعة خلال ٦ أعوام.

وقالت بـ كرم رئيس اللجنة العليا المنظمة لسيرة فرسان القافلة الوردية إن هذه الإحصاءات أظهرت أن القافلة الوردية هي مدار أعوامها الستة الماضية لم تكف بذورها الأساسي

للتطوع الواحد نحو ١٤ ساعة في اليوم الواحد أي ١٥٤ ساعة على مدار أيام القافلة الـ ١١ في العام وفي الوقت الذي وصل عدد التطوعين الذين شاركوا في القافلة على مدى أعوامها الستة إلى ٦٥٠ تطوعوا فإن معدل ساعات التطوع الإجمالية لهم يتجاوز ١٠٠ ألف و ١٠٠ ساعة تطوع.

وفيما يتعلق بفرسان القافلة الوردية فيتراوح معدل عدد ساعات العمل التطوعي خلال مشاركتهم في السيرة الـ ١٢ و ١٤ ساعة للفراس في اليوم الواحد وبما أن عدد الفرسان المشاركين يتراوح بين ٨ و ١٠ فرسان كل يوم فإن ذلك يعني أن مجموع ساعات التطوع الإجمالية فيسقط ٩ ساعات طوال هذه الأيام يبلغ ١١٧٠ ساعة ما يصل بمجموع ساعات التطوع التي قدمها الفرسان على مدار أعوام القافلة الستة إلى ٦٠٢٠ ساعة.

و لا تقتصر جهود الخير على

Jawaher Al Qasimi: "We will always be charitable and giving people... This is what our country taught us, and this is what we owe it."

Ruler of Sharjah Calls Upon to the UAE to Unite for Goodness at the Opening Ceremony of the 7th Pink Caravan Ride



Launching Ceremony of the Pink Caravan Ride 2017

Pink Caravan Ride 2017 Opening Ceremony

| 7th March, 2017

| 10:00 am

| Sharjah Equestrian and Racing Club, Sharjah

The Sharjah Equestrian and Racing Club was dressed in the most vibrant shades of pink on a bright March morning, where His Highness Dr Sheikh Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah and his wife Her Highness Sheikhha Jawaher Bint Mohammed Al Qasimi, Founder and Royal Patron of the 'Friends of Cancer Patients' (FoCP), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, arrived to attend the opening ceremony of the seventh annual Pink Caravan Ride (PCR), on 7 March, Tuesday.

Themed 'Seven Years.. For Seven

Emirates', the 10-day ride will cover all seven emirates from 7 to 17 March, offering free breast cancer screenings, raising awareness about the disease, and spreading the message of the importance of early detection.

His Highness the Ruler of Sharjah emphasised that the success of the Pink Caravan's journey should not be measured by the kilometres it has travelled in the past six years, but by the number of detections, free screenings and medical advice provided by brave, giving women completely committed to the nation's health and safety.

"The Pink Caravan Ride does not just give a call for breast cancer screenings – it takes awareness, hope and medical

expertise from emirate to emirate, making early detection screenings and advice more than accessible to the citizens and residents of the nation. I call out to all women sitting at home to come forward and take a screening test during the PCR campaign. Early detection is one of the best ways of defeating breast cancer," said His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi.

"Everyone watching and listening to this, don't stay away from the great actions that will be taken during this seventh ride. Its success depends upon your participation and giving," His Highness added.

To conclude an inspiring address, Sheikh Dr Sultan Al Qasimi said: "Inshallah when we gather next year for another edition of PCR, I hope the Pink Caravan can share that all screenings undertaken came out cancer-free. This is achievable when everyone joins hands in safeguarding their own health and that of others."

His Highness inaugurated the ride's first-ever fixed medical clinic, one located in every emirate offering free medical examinations until the 17th of March.

Praising the Pink Caravan's efforts in her keynote speech, Her Highness Sheikhha Jawaher noted how they have transcended their traditional role of raising awareness to become a global example of humanitarian action, where individuals and organisations have united to ensure the safety, health and well-being of the entire UAE community.

"As we are travelling the ride of giving and goodness, we recall the efforts of the late Ameera BinKaram, one of the key founders of the Pink Caravan, who directed the ride of love and giving with her humanitarian spirit, to raise awareness and give hope and ignite courage. Ameera supported the PCR since its inception, and she initiated preparations for the current edition of the ride, writing her final chapter with more love and giving," Her Highness noted.

"To memorialise her tireless efforts, we launched the 'Ameera Fund' in October, whose proceeds will be used to treat cancer patients. I urge everyone – private companies, banks, businesspersons and charity organisations to support the Ameera Fund, and help cancer patients," Her Highness added.

Her Highness Sheikhha Jawaher Al Qasimi extended her profound thanks to His Highness the Ruler of Sharjah for his patronage of the PCR over the years. Her Highness also thanked all sponsors, the organising committee, the jockeys, the medical team, and volunteers who work tirelessly to ensure the success of PCR.

The launch ceremony was attended by Her Royal Highness Princess Dina Mired, President of the Union for International Cancer Control (UICC); HE Sheikhha Bodour Bint Sultan Bin Mohammed Al Qasimi, Chairperson of the Sharjah Investment and Development Authority (Shurooq); HE Sheikh Sultan Bin Ahmed Al Qasimi, Chairman of Sharjah Media Council; His Excellency Abdul Al Owais, Minister of Health and Prevention; Dr. Hussain Abdul Rahman Al Rand, Assistant Undersecretary for Health Centers and Clinics and Public Health at the Ministry of Health and Prevention; Reem BinKaram, Chairperson of the Pink Caravan's Higher Organising Committee, José Luis Castro, Chairman of the Non-Communicable Diseases (NCD) Alliance; His Excellency Erdem Ozan, Consul General of Turkey to UAE; Dr. Cary Adams, Chief Executive Officer of the Union for International Cancer





Control (UICC); Katie Dain, Executive Director of the Non-Communicable Diseases (NCD) Alliance; and Dr. Arnold M. Baskies, CEO of the American Cancer Society.

Other notable attendees included Dr. Khaled Ahmed Saleh, Secretary General of the Gulf Cancer Union, Shatha AL Dahash, Director General of Zahra Breast Cancer Association in Saudi Arabia, Dr. Saleh Al Othman, Deputy Executive Director at Gulf Centre for Cancer Control and Prevention, as well as Pink Caravan's ambassadors and local, Arab and international media representatives.

For her part, Reem BinKaram said that PCR reflects the values of giving and goodness, conveying a strong message of hope and love from all Emiratis to the rest of the world.

"The successive Pink Caravan rides have not just been carried out on horsebacks. It rides, more importantly, on the values of hope and giving, and draws from the big hearts of the UAE nationals – values that have been passed on to us by our nation's wise and kind leadership," she said.

"Our campaign has far exceeded its role as a cancer awareness initiative, and become a bigger initiative of 'giving'. We hope this seventh edition surpasses all previous acts of giving and support, in a true celebration of the 'UAE Year of Giving'. We are extremely proud of our nation's collective goodness," she added.

Congratulating Sharjah and the Pink Caravan for their efforts towards achieving the nation's dream of health and happiness, Dr Hussain Abdul Rahman Al Rand said: "About 24% deaths among women in the UAE is caused by breast cancer, and 11% of other cancers combining both men and women – a result of smoking and other poor lifestyle choices. I wish PCR the very best in their seventh annual journey for promoting and enhancing health and wellness across the UAE. I also extend my profound gratitude to the royal family of Sharjah for their continued guidance and support to this great cause."

During the ceremony, a short documentary was shown, featuring achievements and milestones made by the Pink Caravan over the past six years, raising awareness about breast cancer

and highlighting the importance of early detection across the UAE.

Over the past six years, the PCR has travelled over 1,440 km across the seven emirates, offering breast cancer screening worth AED 24 million for more than 41,000 people through 450 mobile medical clinics. It attracted over 400 riders and 600 volunteers, who did more than 200,000 volunteering hours, which equals 23 years of voluntary action. For the first time this year, the PCR will provide a fixed medical clinic in each emirate during the 10-day ride.

As part of its message to conquering fear and the continuous pursuit of hope and courage when battling against breast cancer, the riders took their horses through a unique performance, jumping over barriers and obstacles across a wide audience. The performance carried a valuable message to all residents across the UAE, a message of hope, and a message on the importance of overcoming all types of challenges through the continuous pursuit of a healthy lifestyle.

The crowds eagerly followed the Riders' Show, as they jumped the barriers, expressing their strong will to defeat and

spread awareness about breast cancer. The show exemplified the importance of the ensuring the safety and protection of the people and residents of the UAE, which has always placed the human being at the forefront of its development goals and agenda.

At the end of the ceremony, His Highness Dr Sheikh Sultan gave the go-ahead signal to launch the Pink Caravan Ride, which started from the Sharjah Equestrian and Racing Club, and stopped at Masafi Hospital, traveling 16 km. Today's ride (Wednesday) will start at 09:30 am from the Fujairah Men's Collage (Higher Collages of Technology

'HCT'), and will stop at the Oceanic Hotel in Khorfakkan at 04:45 pm, traveling 25.6 km.

The mobile medical clinics will operate during the 10-day ride from 9:30 am to 7:00 pm. On Wednesday, the clinics will be available at Khorfakkan Hospital and Dibba Al Fujairah Hospital (for women and men), and the mammogram mobile clinic will be at the Fujairah Hospital, while a number of awareness activities will be organised across the seven emirates every day of the ride.

In conjunction with the 'Year of Giving 2017' in UAE, donations for the Pink

Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, their Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.



Ajman's Prince Inaugurates the Emirate's PCR Fixed Medical Clinic

Delivers high praise for Pink Caravan's ceaseless efforts towards building a cancer-free UAE



Ajman's Prince Inaugurates the Emirate's PCR Fixed Medical Clinic

| 07 March, 2017

| Awareness activation

| Ajman

Right after the 7th annual Pink Caravan ride – a pan-UAE breast awareness was declared open on Tuesday, medical centres across the country kicked into action. At the end of the first day of the ride, organisers shared that 566 people underwent free screenings and mammograms. Of these, 149 were conducted at fixed clinics – a brand new feature of the Pink Caravan ride, available in each of the seven emirates.

Sheikh Rashid bin Humaid Al Nuaimi, Chairman of Ajman Municipality and Planning Department, and son of the Ruler of Ajman, inaugurated the emirate's fixed clinic at the Ajman Corniche alongside ReemBinKaram, Chairperson of the Pink Caravan's Higher Organising Committee.

The Sheikh applauded the Pink Caravan's efforts towards dispelling myths and misconceptions about breast cancer in the UAE, noting that their continuous

work in the field, over the past years, has ensured timely detection and treatment of the disease in many people, including men.

All fixed medical clinics across the UAE will be offering free mammograms and medical consultations until 17 March. These clinics are located at Sharjah's Al Majaz Waterfront; in Ajman Corniche; Dubai City Walk; Al Hamra Mall in RAK; Um Al Quwain's Al Khazan Health Center; the Al Faseel Health Promotion Center in Fujairah; and at the Abu Dhabi Corniche.

Themed 'Seven Years For Seven Emirates', the 10-day Pink Caravan Ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

566 People Walk In for Free Screenings on Day 1 of 7th Pink Caravan Ride

The pan-UAE breast cancer awareness campaign is already experiencing big visitor turnouts



Pink Caravan Ride 2017 Day 1

| 07 March, 2017

| Awareness activation

| Sharjah

As His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah signalled the 7th annual Pink Caravan Ride open, horse riders, doctors and volunteers, saddled up on Tuesday to begin a 10-day trek across the country to spread breast cancer awareness.

From the Sharjah Equestrian and Racing Club, the Pink Caravan battalion covered five medical centres set up in Sharjah, before finally ending the day's ride at Masafi Hospital in Fujairah at 7:00pm.

The organisers shared the first day's tally of the number of people who were screened as 566, of which there were 482 women and 84 men. These included 139 locals and 427 expatriates, who underwent 207 mammograms, 317 regular medical screenings and 42 ultrasounds.

"Community engagement is key to

the success of this campaign, and 566 screenings on the first day is a promising show of the realisation of our efforts. We are grateful to our partners who are working tirelessly to further our mission – something that has transformed the Pink Caravan's essence from being just an awareness campaign into a bigger initiative of collective goodness and selfless giving," said Reem BinKaram, Chairperson of the Pink Caravan's Higher Organising Committee.

The riders halted at the Sajaya Young Ladies of Sharjah for lunch, where they were pampered with a hearty spread and rejuvenating massages. They also had a special Sajaya Café, which was selling juices and milkshakes to raise funds for the campaign.

Visitors covered a wide age range, and some clinics reported to have received women even in their early 20's.

"I was detected with a slight problem in one of my breasts last month, and I am glad I had another opportunity to get another screening done here," said a 23-year-old walk-in at Al Dhaid Hospital in Sharjah.

Of the 566 screenings, 149 were conducted at the fixed medical clinics in the seven emirates.

"The fixed clinics have definitely bumped Pink Caravan's capacity to cater to a larger number of walk-ins. To be able to reach out to the maximum number of people with awareness and medical assistance is at the core of this initiative, and I am pleased this new addition has propelled us further in that direction," Binkaram said.

All fixed medical clinics across the UAE have kicked in action and will be offering free mammograms and medical consultations until 17 March. These clinics are located at Sharjah's Al Majaz Waterfront; in Ajman Corniche; Dubai City Walk; Al Hamra Mall in RAK; Um Al Quwain's Al Khazan Health Center; the

Al Faseel Health Promotion Center in Fujairah; and at the Abu Dhabi Corniche.

Themed 'Seven Years.. For Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Thursday) at 09:30 from the Dibba Beach Park, and travel 25.6 km before they return to the day's starting point.

The mobile medical clinics will operate during the 10-day ride from 9:30 am to 7:00 pm. On Thursday, free breast cancer screenings and other medical check-ups will be available at Ras Al Khaimah's Saqr Hospital (for women and men), and those exclusively for women will be available Fujairah's Dibba Al Hisn Health Center and the Al Thameed Clinics in Sharjah. The Pink Caravan Ride mammogram mobile clinic will be stationed at Kalba Hospital

in Eastern Sharjah.

A number of awareness activities and fund raising events will be showcased across the seven emirates every day of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.



Mar 09, 2017

Pink Caravan nudges people to take charge of their health

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Pink Caravan nudges people to take charge of their health

CAMPAIGN IS NOT TALKING ABOUT ILLNESS, BUT PROMOTING WELLNESS, OFFICIAL SAYS

DUBAI
BY JANICE PONCE DE LEON
Staff Reporter

Whenver the Pink Caravan rides across the country, the banner of hope and health empowerment flies high in all corners of the UAE. The seventh edition of the annual ride that began at the Sharjah Equestrian and Racing Club on Tuesday, covered five medical centres in Sharjah, before ending the day at Masafi Hospital in Fujairah. Yesterday, the riders rode from Fujairah Men's College to Khor Fakkan, covering 25.6km. The riders begin today's journey from Dibba Beach Park, and travel 25.6km before returning to the starting point. "We're promoting health and wellness. We're not talking about illness as much as we're talking about the wellness of the woman [or man] because this is where empowerment comes in," Dr Sawan Al Madhi, Head of the Pink Caravan Medical and Awareness Committee, told Gulf News. "People need to understand that, in a way, they are responsible for their health. That's the whole essence of health empowerment. And this is what we teach in Pink Caravan." The pan UAE ride by volunteers, who have championed breast cancer awareness since 2011, has so far screened more than 41,000 men and women



The Pink Caravan gets under way at the Sharjah Equestrian and Racing Club on Tuesday.

First day

Total screenings	566
Women	482
Men	84
Emirates	130
Expatriates	427
Mammograms	207
Regular screenings	317
Ultrasounds	42

for breast cancer. Of these, 33 cases tested positive and were sent for treatment. "Every year, people, especially in the far-flung areas, wait for us. They tell us they want to do the screening or the clinical examination,



A mobile clinic on day one of the Pink Caravan Ride.

or the mammogram with us. It's now becoming more of a friendly relation rather than us just being service providers," Dr Al Madhi said.

Despite the strides made by the ride over six years, roadblocks exist. "Although we are providing a free service for the community, it's not free for



Q: Is breast cancer still taboo in UAE?

In a country where the disease was referred to as 'chest cancer' because even saying the word 'breast' was considered inappropriate, today we see an increasing number of women who are aware about self-examinations, and no longer shy away from regular screenings or speaking about breast cancer treatment. The UAE has been making meaningful strides in establishing the necessary medical and social infrastructure required for proper diagnosis and treatment of breast cancer in both women and men, Dr Sawan Al Madhi, Head of the Pink Caravan Medical and Awareness Committee, said. The result? Breast cancer deaths in the UAE have decreased considerably — from 6.7 per 100,000 women in 2009 to 5 per 100,000 women in 2014, with late detection down from 64 per cent in 2009 to 16 per cent in 2013.

Dr Sawan Al Madhi

— JPD

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Pink Caravan Riders Gallop to the Forefront of Breast Cancer Awareness On International Women's Day

588 free screenings conducted on the second day of the pan-UAE campaign



Pink Caravan Ride 2017 Day 2

-  | 08 March, 2017
-  | Awareness activation
-  | Fujairah - Khorfakkan

On Wednesday, 8 March, the 7th Annual Pink Caravan Ride (PCR) team of riders, volunteers and ambassadors set off on the second day of their pan-UAE breast awareness campaign with renewed spirit and fresh resolve.

Starting at Fujairah Men's College, the ride covered 25.6 km in 8 hours carrying the theme '7 Years for 7 Emirates', and making several stops throughout to promote the message of breast cancer awareness and the benefits of its early detection.

"Today's ride coinciding with International Women's Day reinforces the significance of this initiative, and reminds us to celebrate the achievements of women all over the world," said one of the many female riders in the group.

Medical clinics for free breast cancer screenings, mammograms and other relevant tests were set up in Eastern

Fujairah at Khorfakkan Hospital, and at two locations in Al Fujairah, namely, Al Fujairah Hospital and Dibba Al Fujairah hospital. All units were receiving visitors through the day from 09:00 to 19:00.

At the end of Day 2, total number of free breast cancer screenings conducted stood at 588, of which there were 516 women and 72 men. These included 111 locals and 477 expatriates, who underwent 180 mammograms, 370 regular screenings and 38 ultrasounds.

Of the 588 walk-ins, 169 screenings were conducted at the fixed PCR clinics across the seven emirates, and 419 at the daily clinics.

In support of breast cancer awareness on the occasion of International Women's Day, 10 riders from the prestigious Godolphin Flying Start, a global leadership programme specialising in the international Thoroughbred racing

and breeding industry, were seen riding with Pink Caravan throughout the Fujairah leg of the 7th PCR route.

Stressing on the importance of early detection, 28-year-old Michael Smith from California, USA, one of the riders representing Godolphin Flying Start, said: "I am here because my family was personally touched by cancer. My mother just finished six months of cancer treatment, and she is okay now. She was very lucky they caught it early. It is very important to raise awareness, and for women to get screened early so they can get treated early."

"Not only for their own health ... but for their families as well," he added.

Godolphin Flying Start is located in Ireland, UK, USA, Australia and Dubai.

"Breast cancer is not something to fear; if detected early it is totally curable. If you feel something isn't right with your body, go get it checked immediately – this is one of the main messages we at Pink Caravan Ride aims to reach out to people with. Early screening and detection symbolise hope. It is your chance for a better life," said Arab Hammoudeh, who has been a Pink Caravan rider in every edition since the inception of the campaign.

"On International Women's Day, I would like to stress on how much a woman's

health matters to everyone around her, as she takes up diverse roles in society. The Pink Caravan Ride has been spreading the honourable message of health and happiness for seven years. To see all these women walk in, ask us questions, get their check-ups done and empower themselves with knowledge, makes us so happy. All the exhaustion and hard work is worth it," she added.

The 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

Today (Friday) is a day off for the riders, to prepare for the next leg of their journey during which they will cover Ras Al Khaimah, Um Al Quwain, Ajman, Dubai, finally reaching Abu Dhabi where they will campaign for two days before the closing ceremony at Zayed Sports City on 17th March.

Today, young equestrians and advocates of breast cancer awareness will take centre stage, by participating in the first-ever 'Pink Caravan Children's Ride' - a 7-kilometre horse ride at Desert Palm, Dubai from 14:00 to 17:00. They will be joined by riders from the Dubai Riding for the Disabled Institute, who will be showing their support to the cause by undertaking a professionally supervised

1.5-kilometre ride.

The event has been organised to join the voices of the youth with the Pink Caravan's breast cancer drive in the nation, and sensitising future generations about the risks and remedies of cancer from an early age.

A number of other awareness activities and fund raising events will be showcased across the seven emirates every day of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.




During the second day of the Pink Caravan Ride



Mar 10, 2017

Tweaking your diet can keep cancer at bay

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Tweaking your diet can keep cancer at bay

PINK CARAVAN AMBASSADOR URGES RESIDENTS TO OPT FOR HEALTHIER CHOICES EARLY RATHER THAN SUFFER CONSEQUENCES LATER ON

DUBAI
JANICE PONCE DE LEON
Staff Reporter

It's much easier to eat healthy now than suffer the consequences of un-mindful, unhealthy eating later, an anti-breast cancer advocate said.

These consequences could be a host of diseases and disorders – that are largely preventable – and cancer is one of them.

In the UK, one in five cancers diagnosed are related to body fat, physical inactivity, excess alcohol consumption, and/or poor nutrition, according to the World Cancer Research Fund.

Cancer is caused by abnormal cell growth due to mutations or changes in the genes in the cell. The uncontrolled growth results in extra cells crowding out normal cells and forming a mass of tissue called tumours.

Every living cell in the body needs nutrients to function properly. So the food we eat has a direct effect on our cells, along with the other things we do to our body.

An estimated nine out of every 100 cancer cases of 9 per cent may be prevented by changing our diets, the Cancer Research UK and other cancer societies said. Maintaining a healthy body weight could also prevent the vast of 100 cancers.

"Nutrition, exercise and some other environmental factors play a huge role in preventing and managing cancer," Pink Caravan ambassador and fitness expert and chef Zena Habi told Gulf News.

"In fact, eating a healthy diet and staying active are one of the American Cancer Society's recommendations when it comes to preventing cancer as some food components might damage the DNA such as processed and genetically engineered foods, or help in decreasing the toxic load of the body caused by toxins such as pesticides or herbicides," Habi, who also has a comprehensive Nutrition Diploma from the US, added.

So to change a habit, one just needs to make a decision and stick to it, Habi said.

"It's much easier than they think. They can start with eating all the vegetables on their plate. Then they can limit their liquid calories and experiment with green smoothies. They can reward themselves after a week of commitment to the healthier lifestyle plan and find a friend who is interested in changing his/her lifestyle and exchange notes," Habi said.

Avoiding "cancer-causing foods" on top of keeping a healthy diet is also key. "We are



Courtesy: NCCP

An estimated nine out of every 100 cancer cases, or 9 per cent, may be prevented by changing one's diet, according to the Cancer Research UK and other cancer societies.

Eat these foods for a healthier you

- Fruits and non-starchy vegetables such as lettuce, spinach and cauliflower to decrease the cancer risk of lung, mouth, pharynx, larynx, oesophagus and stomach.
- Tomato products to decrease the risk of prostate cancer.
- Carotenoid-containing foods such as carrots, plums and apricots to decrease the risk of lung, mouth, pharynx, larynx, oesophagus cancers.

- "Nutrition, exercise and some other environmental factors play a huge role in preventing and managing cancer," Pink Caravan ambassador and fitness expert and chef Zena Habi told Gulf News.

- Allium products such as onion and garlic to decrease the risk of stomach, colon and rectum cancers.
- Vitamin C-containing foods such as strawberries, red bell pepper and Brussels sprouts to decrease the risk of oesophagus cancer.
- Fibre-containing foods such as whole grain flours, oatmeal and black beans to decrease the risk of colon and rectum cancers.
- Folate-containing foods such as broccoli, peanut butter and lentils to decrease the risk of pancreatic cancer.
- Milk and calcium supplements to decrease the risk of colon and endometrium cancers.

- And a high level of physical activity to decrease the risk of colon, breast and endometrium cancers.

surrounded by cancer-causing foods such as refined sugar, processed meat, fruits and vegetables sprayed with pesticides and herbicides, hydrogenated oils found in ready-made cakes, biscuits etc, farmed fish, salted, pickled and smoked foods, red meat, canned goods, and ge-

netically modified organisms or products," Habi said.

Being overweight or obese is a risk factor for breast cancer. This is because overweight women's extra fat cells produce oestrogen that can cause "extra breast cell growth" that increases the risk of breast cancer.

Stay away from these foods (they can cause cancer)

- Processed and red meat.
- Charred food.
- Food and drinks that promote weight gain such as sugary drinks and sodas, artificial sweeteners.
- Generically moist-fact products, trans fats.

- Excessive alcohol consumption.
- Excessive meat-fact products, trans fats.

- Make these simple changes.
- Tempted to eat potato chips? Be smart and munch on baby carrots or celery instead.

- Live up your scrambled eggs by adding broccoli, tomatoes or mushrooms.
- Quit the sodas and opt for fruit smoothies or fruit-infused water with chia seeds for added fibre.

- And a high level of physical activity to decrease the risk of colon, breast and endometrium cancers.

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Mar 10, 2017

7 سفراء للقافلة الوردية و7 طهاة يعززون الوعي بسرطان الثدي

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فحوص مجانية لـ 588 شخصاً في الفجيرة

7 سفراء للقافلة الوردية و7 طهاة يعززون الوعي بسرطان الثدي



زينه حابي

مهند الحميري

علي آل سامح

جولة السراة

فايز الصفيدي

محمد بن عريشة

ترفيهي وتشويقي، ترفع من حساسية وتفاعل الجمهور مع ما يطرح من رسائل، ونحن في غاليري الفايترت لو غورميه سعداء بالتواجدات التي حققتها «لقمة وردية».

وفي ثاني أيام جولتها هذا العام، وصلت مسيرة فرسان القافلة الوردية أمس الأول (الأربعاء)، جهودها التوعوية الرامية إلى تعزيز الوعي بسرطان الثدي، وباهمية الكشف المبكر عنه، ولجحت عياداتها الطبية في تقديم الفحوصات المجانية للكشف عن سرطان الثدي لـ 588 شخص في الفجيرة.

وشهدت العيادات الفحوصات المجانية لـ 588 شخصاً، بلغ عدد السيدات فيه 516، والرجال 72، بينما بلغ عدد الوافدين 111 موهباً ومواظلة، وللقيمين 477 مقيماً ومقيمة، ومن جملة هذا العدد خضع 370 شخصاً للفحص السريري، و180 شخصاً للماموجرام، و38 شخصاً للأشعة الصوتية، وذلك بعد فحص 586 شخصاً في اليوم الأول.

من المميزات التي شملت المشاركة والفجيرة، لتصبح المجموع 1154 شخصاً مجاناً لسرطان الثدي. وخلال المحطات التي مرت بها المسيرة عمت أجواء احتفالية حرس فيها المشاركون من الرجال تقديم التهانئ والتبريكات لجميع السيدات بمناسبة اليوم العالمي للسرطان.

وتمنوا الأذوار المحورية التي تلعبها السيدات في إنجاح مسيرة فرسان القافلة الوردية كل عام.

وقال الفارس الأمريكي مايكل سميث، المشارك في برنامج جلفن: «هذه هي المرة الأولى التي أشارك فيها بالقافلة الوردية والتي أعزّز بها، ووجدت إلى الإمارات خصيصاً من أجل هذه المشاركة، التي يعود حرصي عليها إلى قصة اكتشاف إصابة والدتي بمرض سرطان الثدي، الذي كان في مراحله الأولى، حيث أجري لها عدد من الفحوصات وبعد ذلك الإجابة، استجابت لجلسات علاج مكثفة، وهي الآن في حالة أفضل».

والتقنية، وأولينا طباش، شريك في أنفاسك دخون.

ومن جانبه قال الشيف راسيل إمباري، كبير الطهاة ومدير مطعم غاليري لأغانيات لو غورميه: «أثقت «لقمة وردية» أن نجاح الحملات التوعوية في تحقيق أهدافها يتطلب في أحيان كثيرة استحداث فعاليات ذات مبالغ التواصل الاجتماعي، وإيلاء حالي، اختصاصية



إحدى المحطات أثناء الكشف

وإعلامية ومجتمعية، وشهد بمشاركة كل من الشيخ محمد بن عبد الله آل ثاني، رئيس دائرة الإحصاء والتنمية المجتمعية بالشارقة، والخبان فايز السعيد، وخولة المرزوق، مدير عام نادي سيدات الشارقة، وكل من علي آل سلوم، ومهند الحسوني الناشطين بمواقع التواصل الاجتماعي، وإيلاء حابي، اختصاصية

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Two Big Records in One Day For the 7th Pink Caravan Ride

977 breast cancer screenings conducted in day 3, including 148 men



Pink Caravan Ride 2017 Day 3

📅 | 09 March, 2017

🚚 | Awareness activation

📍 | Dibba

Much excitement and anticipation surrounded Day 3 of the 7th annual Pink Caravan Ride, as the riders climbed onto their Thoroughbreds and set off on a path the Pink Caravan had never trodden before. For the first time in their six-year history, the Pink Caravan Ride mapped the picturesque coastal towns of Dibba Al-Fujairah and Dibba Al-Hisn on the east coast of the northern emirates.

The horseback ride started off at Dibba Beach Park at 09:00, and travelled over 25 kilometres, covering Souq Anwan in Dibba Al Hisn; Dibba Hospital in Dibba Al Fujairah; and finally ending the ride at Al-Fujairah's Sambaird beach in the evening.

While new milestones were being reached in the Ride's Equine Route, Pink Caravan Ride's Medical Route had a busy day receiving 977 visitors – the largest number of walk-ins the campaign has received so far in a single day. What

made the day even more significant was the participation of 148 male visitors who visited the Saqr Hospital in Ras Al Khaimah for breast cancer screenings and medical advice.

Dr Sawsan Al Madhi, Director General of Friends of Cancer Patients (FoCP) and Head of Pink Caravan's Medical and Awareness Committee, said: "We are on a mission to eliminate taboos and build community awareness, so what happened at Saqr Hospital is truly encouraging for the Pink Caravan advocates. While it is true that the odds of a man getting breast cancer are about 1 in 1,000, they carry a higher mortality than women do, primarily because awareness among men is less, which can cause a delay in seeking treatment. We want the UAE's citizenry and residents, whether male or female, to take charge of their health and wellbeing, and we are right here to aid them in every way we can."

"Breast cancer does not discriminate between men and women, and neither should we. Put yourself before social prejudice or taboos; those don't save lives. Thinking you're too manly to see what's going on with your body is misjudging manliness. Check it, don't neglect it," Dr Al Madhi added.

After receiving his breast cancer screening at Saqr Hospital, Mohammed Aadeb Kaddah said, "I would like to thank Pink Caravan for enhancing health and safety of the citizens and residents of the UAE. The medical team here provided me with precious information about breast cancer, which made me go ahead and take the screening. I did not know before today that breast cancer is a disease that can affect men. I encourage every man to go ahead and do what I did."

Another male visitor, Jaber Ibrahim Al Zaabi, after speaking to the medical team at the hospital said: "Now I am aware that breast cancer does occur in men and are treatable and curable up to 98% if detected early. I know that there is a schedule for regular checkups

to keep oneself updated about this, and now that I have started I will not stop. Thank you very much Pink Caravan."

Day 3 ended with an impressive 977 screenings, including 267 locals and 710 expats who underwent 376 mammograms, 555 regular screenings and 46 ultrasounds. Of the total number of visits, 212 were made at fixed clinics operating in the seven emirates. Raising the total numbers of screens in 3 days to 2131, including 304 men.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Saturday) at 09:30 from Ras Al Khaimah's Al Saqr Hospital, and travel 20.5 km to reach RAK Beach Road where they will end the day's ride.

Mobile medical clinics will operate across the seven emirates during the

10-day ride. Today, it will offer free breast cancer screenings and other medical check-ups in RAK Department of Economic Development (for women and men) from 09:00 to 19:00. Those exclusively for women will be available in RAK's Family Health Promotion Center from 08:00 to 18:00, and at the Dubai Ladies Club in Jumeirah from 16:00 to 20:00.

A number of awareness activities and fund raising events will be showcased across the seven emirates through the duration of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.



During the third day of the Pink Caravan Ride

The UAE's Youngest Lot Comes Forward to Support Breast Cancer Awareness

7th Pink Caravan Ride's children's riding event was attended by 80 young riders



The UAE's Youngest Lot Comes Forward to Support Breast Cancer Awareness

📅 | 10 March, 2017

🚚 | Awareness activation

📍 | Desert Palm Dubai

A number of children this Friday (10 March) afternoon skipped the usual amusement parks, gaming arcades and malls to advocate for breast cancer awareness. About 80 young horse riders, starting at the age of 2 y/o, came in with their horses and ponies to participate in the Pink Caravan Ride's first ever Children's Ride, which they organised in collaboration with Desert Palm Dubai.

A realisation of Pink Caravan's efforts to sensitise the youth about the risks and remedies of cancer from an early age, and enhance their community engagement irrespective of gender, nationality, age or ability, the track for the Children's Ride was shared by youngsters from Dubai Riding for the Disabled Institute and Al Mamoun Therapy – institutes training special needs children the equestrian arts, along with Freedom Riders – an independent riders' group who ride for all abilities.

12-year-old Maddie originally from England, part of the Dubai Riding for the Disabled Institute, rode her pony on one limb, which she lost to cancer six years

ago. "I just want to ride to celebrate a good cause, and raise money for breast cancer. My neighbours got a horse two years ago and I wanted to try it, so I started riding theirs. I haven't stopped since," said bright-eyed Maddie.

Upon being asked about what she knew about breast cancer, she said: "I know that it is dangerous and affects many women."

Some of these young riders got to know about the event that very morning, but still made it to the Ride at short notice.

"There are so many people here, and it is very helpful indeed because all the money raised at such charity events are used for life-saving research, and spreads a lot of awareness so it is really great. We were at the Hunter Trials this morning and got to know about the Pink Caravan Children's Ride. We dropped everything else to be here because breast cancer awareness is a great cause and we wanted to be part of it," said Lea El-Tibi and Adele, two young ladies who ride at the stables in Dubai.

9-year-old horse rider and golfer, Fay

El Hajjad got to know about the event from her mother, and spread the word among all her friends, said: "Someone in the family of a close friend had breast cancer, so I knew a little about it. When mum told me about this ride, I wanted to sign up. I also told my friends to join, tell their family members and other students at school to participate."

"I know it took a long time to find a cure for cancer, but now we can cure many cancers. I want people to know all about it," she added.

The event saw the participation of Pink Caravan Ambassadors Mariam Al Shurafa and Olympia Tabach. Junior Ambassadors, 2.5-year-old Sheikh Hind bint Mohammed Bin Faisal Al Qasimi, and her brother, 4-year-old Sheikh Rashid bin Mohammed bin Faisal Al Qasimi joined the cause with their horses.

At the end of the ride, children proceeded to enjoy a bouncy castle, face painting, and arts and craft in an event dressed up in pretty shades of pink. A Pink Caravan Ride medical kiosk provided free physical checkups and consult to 23 women at the event. The fixed clinics

across the seven emirates conducted 267 breast cancer screenings.

The main event sponsor was Bank of Sharjah.

This event questions existing perceptions about advocacy and leadership – who should and who shouldn't, who is capable and who is not, and who would be interested and who wouldn't – and is a big step forward in educating the youth to consider themselves a crucial part of driving community awareness and change.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Sunday) at 09:30 from Um Al Quwain Hospital, and travel 19.5 km to reach Salt Restaurant in Ajman, where they will end the day's ride.

Mobile medical clinics will operate across the seven emirates during the 10-day ride. Today, it will offer free breast

cancer screenings and other medical check-ups in Al Salama Health Center, Um Al Quwain (for women and men) from 09:00 to 19:00. Those exclusively for women will be available at Um Al Quwain Hospital from 09:00 to 19:00, and the Manama Health Center and Sheikh Khalifa Hospital in Ajman from 09:00 to 19:00.

A number of awareness activities and fund raising events will be showcased across the seven emirates through the duration of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account – ThePinkCaravan, or their mobile app – Pink Caravan, can also be used for making donations.



Another Day in the Life of the 7th Pink Caravan Ride

Taking breast cancer awareness to the UAE's public where they are, and at their convenience

- Ladies-only 'Pink Yoga' event was a huge success
- Sheikh Mohamed bin Kayed Al Qasimi, inaugurated the RAK DED clinic



Pink Caravan Ride 2017 Day 4

| 11 March, 2017

| Awareness activation

| Ras Al Khaimah

An aerial view of the various activities and efforts that the 7th Pink Caravan Ride wraps up across the in a day during its 10-day breast awareness campaign, clearly reflect that their strategies have been planned around one basic principle – reach out to people with knowledge, awareness and medical support at their convenience.

Hundreds of riders, volunteers, organisers, doctors and nurses, have dedicated themselves completely to help the citizens and residents of the UAE lead a healthy life, and prepare a society fully aware of breast cancer.

"We are a charitable nation, and our foundations are built on nurturing human capacities, both physical and mental. We know that people in this nation lead busy lives, which often overshadows their responsibility towards their health. One of the main objectives of the Pink Caravan Ride campaign is to make information and checkups as accessible to people as possible. That is

why you will see that the fixed medical clinics are set up in malls, corniches and other public places across the seven emirates," said Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan Ride.

Day 4 for the Ride's Equine route, the horseback ride started off at Ras al Khaimah's (RAK's) Saqr Hospital at 09:30, and travelled over 20 kilometres, covering the Al Manar Mall site and covered the entire Beach Road before finally ending the day's ride at Al-Qasimi Mosque.

Pink Caravan Ride's medical clinic in RAK that was set up to cater both male and female visitors was set up at the RAK Department of Economic Development (RAK-DED). The centre was inaugurated by Sheikh Mohamed bin Kayed Al Qasimi, Chairman of the Department of Economic Development in RAK.

The two other medical clinics activated on the day were the Family Health

Promotion Center in RAK and the Dubai Ladies Club in Jumeirah.

While the horseback riders were mapping RAK territory and spreading breast cancer awareness, one of the Pink Caravan Ride's exclusive ladies-only event, 'Pink Yoga' was underway at the picturesque Dubai Ladies Club. Ladies of all age groups and nationalities flocked in for free screening and an outdoor yoga session, where they were also briefed about healthy lifestyle habits and nutritional choices – the two most important aspects of keeping breast cancer at bay.

Maitha Shuaib, Marketing and Event Manager, Dubai Ladies Club, said, "We are very pleased with the overwhelming response that we received for this event. We want women to know that sports and regular check-ups play a vital role in prevention of this disease."

"Our long-standing association with Pink Caravan is testament to our efforts to help women lead a fulfilling life," she added.

The event was spruced up by the presence of celebrity ambassadors

helping Pink Caravan Ride's cause. Life coach Zena Habi and Nada Askar Al Naqbi, Head of PCR's Events Committee were seen on their yoga mats too.

Day 4 ended with 622 screenings, including 103 locals and 519 expats who underwent 197 mammograms, 381 regular screenings and 44 ultrasounds. Of the total number of visits, 407 walked into the daily clinics, and 215 were at fixed clinics operating in the seven emirates. Saturday's gender tally stood at 459 females vis-à-vis 163 males.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Monday) at 09:30 from the Kempinski Hotel in Ajman, and travel 21.4 km to reach the Al Majaz Waterfront in Sharjah, where they will end the day's ride.

Mobile medical clinics will operate across the seven emirates during the 10-

day ride. Today, it will offer free breast cancer screenings and other medical check-ups in City Medical Center, Ajman (for women and men) from 09:00 to 19:00. Those exclusively for women will be available at the mobile medical clinic set up in Ajman's Muzair Health Center from 09:00 to 19:00, and in Sharjah's Mughaidir Child Center from 09:00 to 20:00.

A number of awareness activities and fund raising events will be showcased across the seven emirates through the duration of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

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7th Pink Caravan Ride takes Breast Cancer Awareness to University Students

Riders cover 20 km on their horsebacks through Umm Al Quwain and Ajman

- 783 breast cancer screenings and medical checkups conducted yesterday



Pink Caravan Ride 2017 Day 5

- | 12 March, 2017
- | Awareness activation
- | Umm Al Quwain - Ajman

A sunny morning heralded the beginning of a new day for the pink advocates of the 7th annual Pink Caravan Ride, who saddled up to breast cancer awareness, dispel myths and spread the message of the importance of early detection and self-examination.

At the starting point of Day 5 of the Equine, the Umm Al Quwain Hospital, Director of Umm Al Quwain Hospital, Dr Gumaa Al Asy along with senior hospital staff and other supporters welcomed the Pink Caravan Riders with tokens of appreciation and bright smiles. As the ride set off, Dr Al Asy and team were seen marching alongside the Caravan, waving their pink flags and chanting slogans of praises.

The Caravan moved from one location to another, covering the main landmarks of Umm Al Quwain, spreading the message of hope and courage among the emirate's citizens and residents. They carried their journey forward, making their first stop at the Sheikh Khalifa Bin

Zayed Hospital in Ajman.

Next, the riders trotted into the beautiful Ajman University of Science and Technology campus, where they were greeted by hundreds of students and staff members eager to know what was going on. As the horses took their water break and cooled off for the journey that remained, the Pink Caravan Ride committee and volunteers spoke to students telling them about the purpose of their visit.

Dr. Karim Seghir, Ajman University Chancellor, said: "This is a great initiative, especially because breast cancer is becoming more and frequent these days. It is important for women to be aware so it can be diagnosed as early as possible. It is one of the most curable cancers if detected early."

"What the Pink Caravan Ride is doing is of crucial importance for the health of the nation, and Ajman University is supportive of any initiative aims

at educating and sensitising young women and men. We are especially committed to health studies, and most of the University's programmes revolves around health, because it is crucial for the country's economic development and sustainability," he added.

On her part, Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan Ride, said: "Pink Caravan's mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through this Ride and other educational programmes, we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being."

It was Day 6 on the Caravan's Medical Route, which closed with 783, including 217 locals and 566 expats who underwent 450 mammograms, 288 regular screenings and 45 ultrasounds. Of the total number of visits, 609 walked into the daily clinics, and 174 were at fixed clinics operating in the seven

emirates. There were 706 female walk-ins versus 77 males.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Tuesday) at 09:30 from Dubai's Ministry of Health and Prevention, and travel 21.9 km to reach the Zayed bin Mohammed Family Gathering, where they will end the day's ride.

Mobile medical clinics will operate across the seven emirates during the 10-day ride. Today, it will offer free breast cancer screenings and other medical check-ups in St Mary's Catholic Church (for women and men) from 17:00 to 20:00. Those exclusively for women will be available at the mobile medical clinic set up in Wafi Mall's United Medical Center from 09:00 to 19:00, at Ministry of Health & Prevention from 07:30 to 15:30, at the Etisalat Headquarters from 07:00 to 15:00, and Emirates Transport Headquarters from 09:00 to 15:00.

A number of awareness activities and fund raising events will be showcased across the seven emirates through the duration of the ride. To stay updated and participate in these activities, visit <http://www.pinkcaravan.ae/events-listing.php>.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.



Arab Media Figure Ola Al-Fares Undergoes a Breast Cancer Screening at a Pink Caravan Ride Clinic in City Walk Dubai

City Walk Dubai Turns Pink to Support Breast Cancer Awareness



Arab Media Figure Ola Al-Fares at a Pink Caravan Ride Clinic in City Walk Dubai

| 12 March, 2017

| Awareness activation

| City Walk Dubai

With 3.3 followers on Instagram, Pink Caravan Ambassador, a fashion icon and an influential young voice in the Middle East, Ola Al-Fares does not need an introduction in the Arab World. Her intelligence, strong stance on social issues and She has captured the hearts and imaginations of the young and the young at heart.

She is one of the most powerful social media influencers in the region, on Sunday, 12 March, when she walked into the Pink Caravan Ride's medical clinic at City Walk Dubai to get a breast cancer screening done.

Speaking to the millions of her followers about the important role of regular checkups play in early detection, she said: "I Urge every man and woman to take a courageous step forward for the sake of their own health and safety. I was here today to get myself checked for breast cancer, because I am responsible for my own health, and so are all of you."

"I call upon every man and woman in the UAE to find a clinic near them for the same. Pink Caravan Ride medical clinics

are operating out of every emirate. There is a clinic right next to you, so there is certainly no excuse for anyone in the nation to not get a breast cancer examination done," Fares added.

Meanwhile, City Walk Dubai looks strikingly beautiful in bright shades of pink. It has extended its support to the Pink Caravan Ride by setting up the emirate's fixed clinic. The clinic is offering free breast cancer screenings and other medical examinations until 17 March, and is a great opportunity for the residents of Dubai to get themselves checked before take a stroll down the European-style Walk lined with designer stores and restaurant

Ola Al-Fares has been described by OK British magazine as one of the youngest reporters in the Middle East, most known for presenting a TV show called MBC in a week by Middle East Broadcasting Center channel.



7th Pink Caravan Ride Completes Touring Through Five Emirates

A star studded day of breast cancer awareness as PCR got back on home turf

- Ajman's royalty and several Sharjah HHEO officials took to the streets with PCR
- In its seventh year, PCR is making breast cancer awareness go places



Pink Caravan Ride 2017 Day 6

📅 | 13 March, 2017

🚚 | Awareness activation

📍 | Ajman - Sharjah

Yesterday turned out to be was an emotionally charged and symbolically significant day for Pink Caravan Ride, as it spent most of the day touring through its home-ground, Sharjah, where the seeds for this pan-UAE breast cancer awareness initiative were sown seven years ago by Sharjah's wise leadership.

As the briefing for Day 6 of the campaign's Equine route was being given out at Kempinski Hotel in Ajman, three advocates of breast cancer awareness from Ajman's Al Nuaimi royal family – Sheikh Ali bin Jamal Al Nuaimi, Sheikh Omar bin Abdulaziz Al Nuaimi and Sheikh Nasser bin Abdulaziz Al Nuaimi – were saddling up to get on their horsebacks and join the day's ride. Award-winning UAE show jumper and prominent rider at Sharjah Women's Sports Foundation (SWSF), Nadia Abdul Aziz Taryam, took the lead.

"It was an honour to be part of the Pink Caravan Ride today. I rode through Ajman and Sharjah with the other riders on the

group and it was a great experience interacting with the public as we went along. I thank His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of Supreme Council Ruler of Sharjah; and his wife Her Highness Sheikhha Jawaher Bint Mohammed Al Qasimi, Founder and Royal Patron of the 'Friends of Cancer Patients' (FoCP), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), for their wise leadership and unfailing support to a noble cause," said Sheikh Omar bin Abdulaziz Al Nuaimi.

The pink brigade made its way to Sharjah's Supreme Council of Family Affairs (SCFA), passing the Pink Caravan fixed clinic at Ajman Corniche, waving to pedestrians and passersby, giving them PCR flags, and continuing their journey of awareness.

At SCFA, PCR received a grand welcome by several prominent HHEO officials. Of these, Sheikhha Hind bint Majed Al

Qasimi, Acting Chairperson of Sharjah Business Women Council (SBWC); HE Noura Al Noman, Chairperson of the Executive Office of Her Highness Sheikhha Jawaher Al Qasimi; and Erum Mazher Alvie, Senior Advisor in the Executive Office of Sheikhha Jawaher Al Qasimi took to the streets and marched on with the pink brigade.

"I thank everyone for being here today. The Pink Caravan has shown a great leap from the previous with regards to the number of people coming in and getting screened to people cheering for us from the sidewalks, to the number of applications we received from those who wanted to volunteer for the campaign," said Reem Binkaram, Chairperson of the Pink Caravan's Higher Organising Committee.

"This seventh year is a significant milestone for the campaign, reflected in its theme '7 Years for 7 Emirates'. Our equine route this year has tried to showcase important UAE landmarks as a symbolic show of the union of the seven emirates and its history of charitable giving. Today, we are at SCFA Her Highness Executive Office – the place where the Pink Caravan was born. By being here we want to express

our gratitude to His Highness Sheikh Dr Sultan Al Qasimi and Her Highness Jawaher Al Qasimi for supporting the Pink Caravan since inception," she added.

"It is a hot day today, but the turnout is amazing. Just goes to show the UAE's passion and determination in spreading awareness and doing good for the community. I wish everyone all the best," Binkaram concluded.

Braving the heat, HE BinKaram; Dr Sawsan Al Madhi, PCR's Head of Awareness and Medical Committee walked alongside the horseback riders all the way from Heart of Sharjah, crossing Souq Al Jubail and other landmarks in the emirate to reach Al Majaz Waterfront where the day's ride ended.

Soon after, the riders, volunteers and dignitaries walked up to one of the Waterfront's pier where they got into a big pink boat provided by the Sharjah International Marine Club and took breast cancer awareness from land to sea. On the boat the PCR team was joined by several prominent dignitaries including HE Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development Authority,

Chairman of Sharjah Media City Free Zone Authority; and Tariq Allay, Director of Sharjah Government Media Bureau. They were surrounded by beautiful pink jetties who led the way and created an awe-inspiring visual spectacle for the Waterfront's visitors.

Then came 'Pink Strides', the 7 kilometre breast cancer awareness walkathon around the Al Majaz Waterfront, which saw participation of the general public alongside prominent figures like HE Nada Askar Al Naqbi, Director of the Sports Department at Sharjah Ladies Club; Mariam Al Shurafa, Pink Caravan Ambassador; and several girls from SWSF.

"Today, I was with the PCR advocates, and toured over 21 km on my horseback through Ajman and Sharjah. I am happy I could be part of a significant health initiative and will continue to contribute to the Pink Caravan's cause in every capacity. Breast cancer awareness is a national responsibility. Participate and be part of it," said Sheikh Ali bin Jamal Al Nuaimi as the day's campaigning for PCR came to an end at Al Majaz Waterfront.

The Sharjah chapter of PCR was



sponsored by Sharjah Media Corporation, Sharjah Islamic Bank, Sharjah Chamber of Commerce and Industry (SCCI), and Sharjah Environment Company LLC (Bee'ah).

It was Day 7 for the Pink Caravan Ride's Medical Route, which ended with 662 screenings, including 191 locals and 471 expats who underwent 239 mammograms, 357 regular screenings and 66 ultrasounds. Of the total number of visits, 432 walked into the daily clinics, and 230 were at fixed clinics operating

in the seven emirates. Monday's gender tally stood at 562 females vis-à-vis 100 males.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

The horse riders will set off on today's journey (Wednesday) at 09:30 from City

Walk Dubai, and travel 16.5 km to reach Salt Restaurant at Kite Beach, where they will end the day's ride.

Mobile medical clinics will operate across the seven emirates during the 10-day ride. Today, it will offer free breast cancer screenings and other medical check-ups for women at the mobile medical clinic set up at DEWA HQ from 07:30 to 14:00, and Sharjah's Zayed Military Hospital from 07:00 to 14:00.



Mar 15, 2017

'Pink Strides' made on last leg of cancer awareness journey

Publication: Khaleej Times (Newspaper)	Country: United Arab Emirates	Page: 8	AVE: \$15,417.10	
Circulation: 92,750	Language: English	Section: Main	Size: 178.07	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4535743&qk=u...				



'Pink Strides' made on last leg of cancer awareness journey

Afkar Abdullah

SHARJAH — When the Pink Caravan arrived at Al Majaz Waterfront after the long ride from Ajman, members of the public and several prominent government dignitaries joined them in solidarity.

With their arrival in Sharjah, the ride completes its tour of five emirates, to great fanfares by the people and authorities.

On arrival at the waterfront, the Caravan members got into a big pink boat provided by the Sharjah International Marine Club, taking the breast cancer awareness ride from land to sea. Several prominent people, including Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development Authority, Chairman of Sharjah Media City Free Zone Authority, and Tariq Allay, Director of Sharjah Government Media Bureau, joined the Pink Caravan team.

Nadia Abdul Aziz Taryam, a prominent rider from the Sharjah Women's Sports Foundation (SWSF), took the lead.

Flyboarders decked out in pink and holding the Pink Caravan flags made for an awe-inspiring visual spectacle for the Waterfront visitors.

Then came the 'Pink Strides', a 7-kilometre breast cancer awareness walkathon around Al Majaz Waterfront, which saw participation by the general public alongside prominent figures like Nada Askar Al Naqbi, Director of the Sports Department at Sharjah Ladies Club; Mariam Al Shurafa, Pink Caravan Ambassador; and several girls from SWSF.

In between leaving the Ajman Kempinski and arriving at the Sharjah waterfront, the riders made their way to Sharjah's Supreme Council of Family Affairs (SCFA), passed the Pink Caravan fixed clinic at Ajman Corniche, all the while waving to



A flyboarder holding Pink Caravan flag during the boat parade at Al Majaz waterfront in Sharjah on Monday. — Photo by M. Sajjad

I am happy to be part of a significant health initiative and contribute to the Pink Caravan's cause.

Sheikh Ali bin Jamal Al Nuaimi

I rode through Ajman and Sharjah; it was a great experience interacting with the public along the way.

Sheikh Omar bin Abdulaziz Al Nuaimi

pedestrians and passersby and handing out Pink Caravan flags.

On their arrival at SCFA, the riders were received by Sheikh Hind bint Majed Al Qasimi, Acting Chairperson of Sharjah Business Women Council (SBWC); Noura Al Noman, Chairperson of the Executive Office of Sheikh Jawaher bint Mohammed Al Qasimi, wife of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Ruler of Sharjah and Chairperson of SCFA; and Erum Mazher Alvie, Senior Advisor to Sheikh Jawaher.

"It was an honour to be part of the Pink Caravan Ride today. I rode through Ajman and Sharjah with the other riders on the group and it was a great experience interacting with the public as we went along. I thank Sheikh Dr. Sultan Al Qasimi and Sheikh Jawaher, Founder and Royal Patron of the 'Friends of Cancer Patients' (FoCP), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), for their wise leadership and unfailing support

to a noble cause," said Sheikh Omar bin Abdulaziz Al Nuaimi.

"I thank everyone for being here today. The Pink Caravan has shown a great leap from the previous years with regards to the number of people coming in and getting screened, people cheering for us from the sidewalks, to the number of applications we received from those who wanted to volunteer for the campaign," said Reem Binkaram, Chairperson of the Pink Caravan's Higher Organising Committee.

"This seventh year is a significant milestone for the campaign, reflected in its theme '7 Years for 7 Emirates'. Our equine route this year has tried to showcase important UAE landmarks as a symbolic show of the union of the seven emirates and its history of charitable giving. Today, we are at SCFA, Sheikh Jawaher's Executive Office — the place where the Pink Caravan was born. By being here, we want to express our gratitude to Sheikh Dr. Sultan Al Qasimi and Sheikh Jawaher for supporting the Pink Caravan since inception," she added.

"It is a hot day today, but the turnout is amazing. Just goes to show the UAE's passion and determination in spreading awareness and doing good for the community. I wish everyone all the best," Binkaram concluded.

"Today, I was with the PCR advocates, and toured over 21 km on my horseback through Ajman and Sharjah. I am happy. I could be part of a significant health initiative and will continue to contribute to the Pink Caravan's cause in every capacity. Breast cancer awareness is a national responsibility. Participate and be part of it," said Sheikh Ali bin Jamal Al Nuaimi as the day's campaigning for PCR came to an end at Al Majaz Waterfront.

afkarali@khaleejtimes.com

7th Pink Caravan Ride Arrives in Dubai

These Samaritans of hope and awareness undeterred by soaring temperatures



Pink Caravan Ride 2017 Day 7

| 14 March, 2017

| Awareness activation

| Dubai

It was Day 7 of spreading breast cancer awareness for the horseback riders of Pink Caravan Ride, as they trotted into the UAE's second largest emirate of Dubai. The pink brigade took off to a ceremonial start from The Ministry of Health and Prevention (MHoP), UAE, where the riders and volunteers were seen off in the presence of Reem BinKaram, Chairperson of the Pink Caravan's Higher Organising Committee, and prominent MHoP officials.

"Pink Caravan is doing a significant job of spreading breast cancer awareness, especially the importance of regular screenings and checkups for early detection of the disease. The incidence of breast cancer in the UAE is high, and your campaign has provided each and every woman and man in the nation an avenue to they can reach out to, to safeguard their health and wellbeing," said Dr Hussain Abdul Rahman Al Rand, Assistant Undersecretary of Health Centers and Clinics Sector, Ministry of Health & Prevention, UAE."

"I would like to thank Pink Caravan for their initiation and ongoing efforts. We at Ministry of Health and Prevention always have and will continue to cooperate with them to continue the strong momentum of awareness they have created," he added.

The PCR advocates took awareness to the Gems Royal Dubai School near Mirdif, in the residential suburb of Al Mizhar 1, where they made their first stop to interact with staff and students.

"It's been very exciting day for the school today. The children have loved it. We think the work the Pink Caravan Ride is doing is amazing; creating awareness about breast cancer. Initiatives like yours are really important in our communities, and go a long way in educating the younger generations, so thank you very much for stopping by today," said Suzana Hoskin, Head of Charity at the school.

The riders toured through Mirdif before stopping at Al Mizhar Mall, where they were provided lunch by the West Zone Group. The last phase of the equine ride was undertaken after, which ended around 16:00 at Zayed Bin Mohammed Family Gathering near Mushrif Park.

Medical clinics were set up at the Etisalat HQ, Emirates Transport and MHoP. The day ended with 688 screenings, including 146 locals and 542 expats who underwent 172 mammograms, 466 regular screenings and 50 ultrasounds. Of the total number of visits, 476 walked into the daily clinics, and 212 were at fixed clinics operating in the seven emirates. There were 542 female walk-ins versus 146 males.

Themed 'Seven Years for Seven Emirates', the 10-day ride is travelling across the seven emirates from 7 to 17 March, offering free breast cancer screenings, and raising awareness about the disease by emphasising on the significance of early detection.

Signaling the final phase of the 7th Pink Caravan Ride, today's journey (Thursday) will begin in the emirate of Abu Dhabi at 09:30 from Abu Dhabi Ports. The Caravan will travel 14.5 km to reach the Grand Mosque, where they will end the day's ride.

Mobile medical clinics will offer free mammograms, breast cancer screenings and other check-ups at Abu Dhabi's Sheikh Zayed Grand Mosque Center (for women and men) from 11:00 to 16:00. Those exclusively for women will be available at the Ministry of Foreign Affairs from 08:00 to 14:00, and at ADNOC from 09:00 to 14:00.

PCR's last fund raising event open to general public, 'Pink Strides' Abu Dhabi, will be held on Friday, 17 March, at Zayed Sports City from 17:00 to 18:00. To participate in this 7-km breast cancer awareness walk, please register at https://www.premieronline.com/event/Pink_Strides_Abu_Dhabi_2546.

To enhance people's participation and

charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.



Pink Caravan Sells the World's Most Expensive Burger for \$10,000 at Their Breast Cancer Charity Auction

Over AED 100,000 raised at 'Pink Bite' held in collaboration with Galeries Lafayette



Pink Caravan Sells the World's Most Expensive Burger for \$10,000

14 March, 2017

Fundraising

Galeries Lafayette,
The Dubai Mall, Dubai

The most expensive burger in the world was sold on Tuesday, 14 March, at Pink Bite – Pink Caravan's breast cancer charity auction event – by Sheikh Mohammed bin Abdullah Al Thani, Chairman of the Department of Statistics and Community Development, Sharjah, and Co-founder of Musafir.com, team in support of their mission of raising awareness about the importance of early detection of breast cancer and offering free screenings.

The UAE's prominent government officials, public figures, all got together at Galeries Lafayette, Le Gourmet - The Dubai Mall, to celebrate their shared spirit of giving at this popular culinary fundraiser.

The Higher Organising Committee of the Pink Caravan announced that the charity auction raised AED 108,755.

Seven of Dubai's top chefs got together with Pink Caravan ambassadors, and their support teams, who were paired up in a random draw of chits, who then went on to put together innovative pink-themed creations inspired by Emirati

cuisine at their live stations.

Chef Russell Impiazzi along with Sheikh Mohammed bin Abdullah Al Thani, Chairman, Department of Statistics and Community Development, Sharjah and co-founder of Musafir.com, and his team made what they called the 'Seven Emirates Burgerstack'; Chef Robbie Stokes and social media influencer, Ali al Saloum did a 'Yasa Caviar with hot smoked sturgeon and Al jabab blinis'; Chef Tom Reger and Khawla Al Serkal, Director General, Sharjah Ladies Club cooked up 'Braised short ribs with desert truffles'; Chef Reif Othman and Reem BinKaram put together a 'Pita surprise and steam buns'.

Chef Izu and social media influencer Mohannad Al Hasouni tossed up a 'Seafood risotto with pistachio and dried cherry tomatoes'; Chef Colin Clague and life coach Zina Habi did a 'Lobster kibbe with avocado labneh' and Chef Mohammad Orfali teamed up with Olympia Tabash, Partner at Anfasic Dokhoon to present a kebab dish they called 'Roots of my backyard forest'.

During the hour-long auction, all ambassadors tried to sell their dishes at the highest price. Sheikh Al Thani sold four of his signature burgers, one of which was bought by the owner of the luxury lifestyle magazine in the UAE, Villa 88 Magazine, for \$10,000 (AED 36,700).

"I have been an ambassador of Pink Caravan since the very beginning, and I am extremely honoured to be here today. Two years ago we broke the world record by selling one burger for \$7,000, and this year we wanted to top that. Of course, all proceeds will go to breast cancer awareness and free detection at an earlier stage," said Sheikh Al Thani.

"I am so proud of the charitable spirit of the people here in the UAE. We may be celebrating 2017 as the 'UAE Year of Giving', but for the people of this nation every year is. It is the personal responsibility of every individual to participate in initiatives like the Pink Caravan, for it is one of the best ways to give back to the community," he added.

The delicious Burgerstack was prepared with 7 Al Jassiri with aged cheddar and veal bacon in a saffron brioche burger bun with 7 spices & Harrisa burger sauce. The dish was served with a delicious milkshake.

"One burger bought for \$10,000! This was an incredible feat for not just the Pink Caravan and its supporters, but for everyone who supports a good cause in the world. I am proud of Pink Caravan ambassadors who have provided their unfailing support to us to be able to realise our goals. I am happy so many people got together and had such a good time, raising a significant amount of money, which will fuel Pink Caravan's efforts to raise awareness about early detection of breast cancer," said Reem BinKaram, Chairperson of Higher Organising Committee at Pink Caravan Ride.

"The Chefs and Pink Caravan ambassadors really came together! They were all excellent and embraced the spirit of this charitable event night.

Not forgetting a big thank you to all our generous customers who managed to raise an incredible sum of money for such a worthy cause," said Russell Impiazzi, Culinary Director of Galeries Lafayette Le Gourmet, The Dubai Mall, thanking everyone for being part of a hugely successful fundraiser.

Among other prominent faces and VIPs, HE Nada Al Naqbi, Head of Pink Caravan Events Committee; Hanan Mahmood, Director of Al Jawaher Reception and Convention Centre (JRCC); business tycoons, such as Sachin Gadoya, the other co-founder of Musafir.com; Zeena Ziki, owner of the clothing brand Julea Dmani; the MBC4 host, Shahhad B. Ilan, popular public figure Haifa B. seisso, and Heba Rumhein, founder and director of Siraj & Eventique.

The Pink Caravan will continue its nation-wide tour, ending with a closing ceremony in Abu Dhabi on Friday, 17 March.



Stories of Courage and Survival from the Horse's Mouth at 7th Pink Caravan Ride

Breast cancer survivors say early detection was the only reason they survived
959 breast cancer screenings conducted yesterday, including 207 males



Pink Caravan Ride 2017 Day 8

| 15 March, 2017

| Awareness activation

| Dubai

"I did not have the slightest clue when I went in for a mammogram as I was observing the Pink October month campaign in the US, that I will detected with breast cancer," said Jennifer Wright, a 5-year breast cancer survivor, who was on horseback campaigning for Pink Caravan Ride's pan-UAE breast cancer awareness campaign in Dubai yesterday, 14 March.

It was an emotionally charged day for the 7th Pink Caravan Ride in Dubai, as first-hand accounts of battling with breast cancer were shared by both survivors of the disease, and by those who went through it with a family member. Though the stories were shared by several different people, the underlining message of each remained the same – the importance of early detection through regular screenings and checkups.

"I missed the Pink Caravan Ride registration last year, but when I saw them advertise this year I decided to get

on quickly. Riding today with all these advocates of breast cancer awareness has been an emotional journey. The message here is simple, but really important. Go and get checked – if you get checked early, everything will be fine. It is initiatives like these that can change and save lives. I urge people to do their part, for their own good," said Wright who has been a UAE resident for four years.

The Caravan began Day 2 at City Walk Dubai, and travelled the Jumeirah road, touching various landmarks like Dubai Canal and BOXPARK. The ride was joined on foot and on horses by Reem BinKaram, Chairperson of the Pink Caravan's Higher Organising Committee; Saeed Hareb; Secretary General of Dubai Sports Council with his daughter and Aisha Saeed Hareb, who owns and runs Social Bandage – a social non-profit business in the UAE and several Pink Caravan ambassadors, Olympia Tabsh; Mohannad Al Hasouni.

"I am the daughter of a breast cancer survivor. She survived and she is perfectly fine today because it was on one of her regular screenings that her cancer was detected. That is the main reason why I have been supporting the Pink Caravan's cause for the past three years, and I am here today. Our company Anfasic Dukhoon, makes oriental perfumes, and one of our fragrances, 'October' is dedicated to breast cancer awareness. Part of our company's sales proceeds go to Pink Caravan," said Tabsh.

"Also, I love riding and have a horse, and there is no better reason to ride," she added with a big smile on her face.

The day's ride ended at Kite Beach, and was followed up with one of the seven awareness events of the campaign – Pink Regatta. Several pink boats took to Dubai waters and campaigned on sea, circling the route along the Marina Canal and Jumeirah Beach Hotel, finally ending the boat parade on the shores of The Palm. On one of boats, about 20

breast cancer survivors who belong to an informal support group 'Pink Ladies' joined in to show their support.

"I was diagnosed with cancer in 2013, when I went in for a mammogram. I have been cancer-free for three years, and have been going for screenings and mammograms at the Pink Caravan Ride clinics since. Regular checkups and screenings must be part of every woman's life. Those are the key to safeguarding one's health and mental peace," said Nafisa Mohammed Hussain, a Pink Ladies member.

It turned out to be a busy ninth day at the Pink Caravan Ride's medical clinics. The day ended with 959 screenings, including 172 locals and 787 expats who underwent 254 mammograms, 629 regular screenings and 76 ultrasounds. Of the total number of visits, 648 walked into the daily clinics, and 311 were at fixed clinics operating in the seven emirates. There were 752 female walk-ins versus 207 males.

This seventh edition of Pink Caravan Ride will conclude today (17 March), with a closing ceremony at Zayed Sports City, Abu Dhabi. The ceremony will be preceded by the event 'Pink Strides', a 7-km breast cancer awareness walk open for public participation. To register, visit: https://www.premieronline.com/event/Pink_Strides_Abu_Dhabi_2546.

To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account – ThePinkCaravan, or their mobile app – Pink Caravan, can also be used for making donations.





Mar 13, 2017

القافلة الوردية تنظم مسيرة القوارب الوردية الأربعاء المقبل

Publication: Al Fajr (Newspaper)	Country: United Arab Emirates	Page: 11	AVE: \$1,487.63
Circulation: 21,800	Language: Arabic	Section: Main	Size: 69.71
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4520601&qk=e...			



للعام الثاني على التوالي القافلة الوردية تنظم مسيرة القوارب الوردية الأربعاء المقبل



** الشارقة-الفجر:

تنظم مسيرة فرسان القافلة الوردية، بالتعاون مع شركة نخيل للمعارف، يوم الأربعاء المقبل، الموافق 15 مارس الجاري في النخلة - دبي مسيرة القوارب الوردية، وذلك في إطار سعيها إلى تعزيز الوعي بسرطان الثدي، وبأهمية الكشف المبكر عنه، وتشجيع فئات المجتمع كافة إلى التفاعل مع ندوات العيادات الطبية بإجراء الفحوصات التي تقدمها مجاناً.

وتأتي مسيرة القوارب، ضمن الفعاليات المصاحبة لمسيرة فرسان القافلة الوردية السابعة، التي انطلقت في 7 مارس الجاري، برعاية كريمة من صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي، عضو المجلس الأعلى حاكم الشارقة، ومتابعة من قرينة سموه، سمو الشبيخة جواهر بنت محمد القاسمي، الرئيس المؤسس لجمعية أصدقاء مرضى السرطان تحت شعار سبع سنوات... لسبع إمارات، وستستمر حتى 17 مارس المقبل.

والجمهور موعود مع هذه الفعالية التي تنظمها القافلة الوردية للعام الثاني على التوالي، والتي ستحتضن



تلك فئات المجتمع في دولة الإمارات العربية المتحدة، يرجى الدخول إلى الرابط الإلكتروني التالي: <http://www.pinkcaravan.ae/waysofdonation.php>

مواقع التواصل الاجتماعي، @thepinkcaravan وللراغبين في التسرع من أجل المساهمة في توفير الفحوصات المجانية للكشف عن سرطان الثدي،

تنال الرضا والاستحسان من قبل المشاهدين، لمزيد من المعلومات حول القافلة الوردية، والفعاليات المصاحبة لمسيرة فرسانها السابعة، يرجى زيارة صفحاتها على



Mar 17, 2017

20 ناجية من سرطان الثدي يشاركن في مسيرة القوارب الوردية

Publication: Al Khaleej (Newspaper)	Country: United Arab Emirates	Page: 11	AVE: \$3,680.45
Circulation: 90,000	Language: Arabic	Section: Main	Size: 86.58
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4553451&qk=A...			



العيادات قدمت في اليوم 8 فحوص مجانية لـ 959 شخصاً 20 ناجية من سرطان الثدي يشاركن في مسيرة القوارب الوردية



سعيد حارب
وعائشة حارب
وسفراء القافلة
الوردية

الشارقة،
الخليج،

حفل اليوم الثامن من مسيرة فرسان القافلة الوردية السابعة، الذي صاف أول أمس 15 مارس/ آذار الجاري، بالعديد من الأحداث الإنسانية والعاطفية النابضة بالحياة والأمل، التي تؤكد نبل رؤية ورسالة القافلة الوردية، وصدق شعارها الذي رفعتة قبل سبع سنوات، الذي تؤكد من خلاله على أنه بالوعي والأمل نستطيع أن نحارب سرطان الثدي.

إلى عدم لحاقى بالتقديم، ما دفعني هذا العام للحرص على التقديم في وقت مبكر،».

وقالت جينيفر رايت، ناجية من سرطان الثدي: «اكتشفت إصابتي بسرطان الثدي قبل خمس سنوات، خلال إحدى الحملات التوعوية التي تنظمها القافلة الوردية في أكتوبر/ تشرين الأول شهر التوعية بسرطان الثدي، وكان لاكتشافي

للمرض في مراحله الأولى بالغ الأثر في استجابتي للعلاج، واستعدادتي لصحني مجدداً، كما كنت من قبل».

وحول مشاركتها في المسيرة أضافت: «تمنيت في العام الماضي أن أكون ضمن فرسان مسيرة فرسان القافلة الوردية السادسة، لكنني لم أستطع، نسبة

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المنظمة لمسيرة فرسان القافلة الوردية، والدكتورة سوسن اللاضي، المدير العام لجمعية أصدقاء السرطان، رئيسة اللجنة الطبية والتوعوية لمسيرة فرسان القافلة الوردية، وتضمنت المسيرة سلسلة من العروض التي قدمتها القوارب، وعلى منتهى الناجيات والمشاركين في أجواء احتفالية نابضة بالأمل والحياة.

وقالت الدكتورة سوسن اللاضي: «حمل اليوم الثامن من مسيرة فرسان القافلة الوردية السابعة العديد من المشاهد والمضامين، التي تؤكد بالدليل القاطع أن سرطان الثدي لن يكون عصباً علينا إذا ما تسلحنا بالوعي والأمل، والتزمنا بإجراء الفحوص بشكل دوري، ما يضمن لنا اكتشاف المرض في

شهدت المسيرة مشاركة كل من سعيد حارب، وعائشة حارب، وأوليبيا طيش، سفراء القافلة الوردية، وإضافة إلى مشاركة اثنتين من الناجيات من سرطان الثدي، إلى جانب الفرسان، هما: جينيفر رايت، وشارلوت روبينو، فكل من جينيفر وشارلوت سبق إصابتهما بسرطان الثدي، ولكن اكتشافهما للمرض في وقت مبكر، ساهم بشكل كبير في استجابة جسديهما للعلاج، وشفايتهما التام، وعودتهما إلى ممارسة حياتهما بشكل طبيعي. كما تم تنظيم مسيرة القوارب الوردية بالتعاون مع شركة نخيل للمعارف، على شاطئ النخلة دبي، والتي شهدت مشاركة 20 ناجية من سرطان الثدي، بحضور كل من ريم بن كرم، رئيسة اللجنة العليا

7th Pink Caravan Ride Receives a Grand Welcome into Abu Dhabi by Mother of Giving Festival

Last phase of the annual pan-UAE breast cancer awareness campaign

A PCR fixed clinic will operate throughout GWU's Mother of Giving Festival

at Al Bateen Beach

6,646 total screenings this far including 1,087 males



Pink Caravan Ride 2017 Day 9

16 March, 2017

Awareness activation

Abu Dhabi

The final phase of 7th Pink Caravan's Ride's (PCR) 10-day breast cancer campaign got off to an extraordinary start with a celebratory welcome into the capital city by General Women's Union (GWU) at their Mother of Giving cultural festival last afternoon. The Abu Dhabi's Mounted Police force escorted PCR into the beach in the backdrop of national tunes being played by the Abu Dhabi Police Band. Ambassadors' wives from Sudan, United Kingdom, Djibouti, India, Sri Lanka, and representatives of international women's organisations from across the globe were also present.

"Like every year, Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation and President of the Supreme Council for Motherhood and Childhood, wanted us to open our arms to the Pink Caravan

Ride. The Mother of Giving Festival highlights her vision and celebrates benevolence and humanity in the 'Year of Giving'," said Noura Khalifa Al Suwaidi, Director General of the Women's Union, welcoming the riders to the Caravan into a lively Al Bateen Beach.

"The wise leadership of the UAE believes in women's empowerment, which is a fundamental factor in the country's overall development. Safeguarding their health and wellness is crucial to the realisation of their full potential, and what Pink Caravan has been doing on this front is extremely praiseworthy," she added.

Thanking the support provided by GWU, Reem BinKaram, Chairperson of the Pink Caravan's Higher Organising Committee, said: "The Pink Caravan owes much of its success and outreach

to Sheikha Fatima bint Mubarak, Mother of the Nation, whose continued support and compassionate vision has led us in this humanitarian endeavour of ours. It is only fitting that we are jointly celebrating Mother of Giving Festival, which shares our values of community engagement and development."

Day 9 of PCR started from Khalidiya, and toured on the Corniche Road, crossing Marina Mall before moving towards the Sheikh Zayed Grand Mosque, which is the site for one of the medical clinics. The mosque authorities organised a special tour around this architectural gem.

From Sheikh Zayed Grand Mosque, the pink brigade was headed to Healthpoint Hospital, Zayed Sports City, who have been the campaign's longstanding partners, and were the sponsors of PCR's fixed clinic on Abu Dhabi Corniche.

"The earlier breast cancer is detected, the greater the chance of a full recovery,

which is why the Pink Caravan is such an important national initiative. Healthpoint is proud to be the Abu Dhabi health partner for Pink Caravan in 2017 by providing breast cancer screening at Pink Caravan's fixed clinic on the Corniche for 10 days. If mammograms are required, we will send patients to our hospital. We are also providing 500 free mammograms for this campaign so women who are not able to afford mammograms can be checked," said Dr. Mai Al Jaber, Deputy Medical Director at Healthpoint Abu Dhabi, Specialist Public Health Medicine.

"While awareness is much higher now than it used to be, our battle against breast cancer is far from over. We strongly encourage the public to take advantage of these opportunities as early detection is key to beating the disease," she added.

The new PC fixed clinic located on Al Bateen beach will run throughout the duration of Mother of Giving festival,

which will take place until Saturday, March 25.

Day 10 at the Pink Caravan Ride's medical clinics in numbers: 511 screenings, including 100 locals and 411 expats who underwent 139 mammograms, 354 regular screenings and 27 ultrasounds. Of the total number of visits, 186 walked into the daily clinics, and 325 were at fixed clinics operating in the seven emirates. There were 421 female walk-ins versus 90 males.


To enhance people's participation and charitable acts in the 'UAE Year of Giving 2017', donations for the Pink Caravan, as low as AED 5 can be made by sending an SMS to 2302 (Etisalat or du). Direct fund transfers can be made to Pink Caravan's Sharjah Islamic Bank account. The global online social platform 'JustGiving', or PC's official website, Facebook account - ThePinkCaravan, or their mobile app - Pink Caravan, can also be used for making donations.





Mar 18, 2017

«فرسان القافلة الوردية في «مهرجان الخیر»

Publication: Emarat Al Youm (Newspaper)	Country: United Arab Emirates	Page: 20	AVE: \$4,784.09	
Circulation: 100,000	Language: Arabic	Section: Main	Size: 0.50	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4550317&qk=3...				

تجوب إمارات الدولة في 10 أيام ويشارك فيها 150 فارساً

فرسان القافلة الوردية في «مهرجان الخیر لأم الخير»



فرسان القافلة الوردية في طريقهم لفعاليات المهرجان.

رحبت نورة خليفة السويدي مديرة الاتحاد النسائي العام، بفرسان القافلة الوردية التي وصلت إلى مقر مهرجان الخیر لأم الخير على شاطئ الدفين في أبوظبي، أول من أمس، في إطار دورتها الخامسة التي انطلقت من نادي الشارقة للفرسية والسباق وتستمر 10 أيام تجوب فيها إمارات الدولة، ويشارك فيها 150 فارساً.

وقالت السويدي، في تصريح لها عقب استقبالها ريم بن كرم رئيس اللجنة العليا للنظمة لسيرة فرسان القافلة الوردية، لدى وصولها إلى مقر المهرجان بحضور عقيلات السلالة الديلماسي، إنها ترحب بزيارة القافلة لهذا المهرجان والاطلاع على فعالياته، ما يزيد من اهتمام كافة فئات المجتمع به، ويدعوهم إلى الاطلاع على تراث الحدث الوطني التراثي.

وأوضحت أن سمو الشبيخة فاطمة بنت مبارك رئيسة الاتحاد النسائي العام الرئيسة الأعلى لمؤسسة التنمية الأسرية رئيسة المجلس الأعلى للأمومة والطفولة، وجهت بضرورة فتح المجال أمام كافة فئات المجتمع لزيارة المهرجان والاطلاع على فعالياته المتعددة، والتي تهدف إلى توعيتهم بتراث أباؤهم وأجدادهم، خاصة الشباب منهم، ليتعرفوا إلى ما عاينوه من فيلقهم في سبيل بناء هذا الوطن، وليسروا على نهجهم في تقديم البلاد ونهضتها.

وأكدت السويدي أن القافلة التي يترأسها صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي، عضو المجلس الأعلى حاكم الشارقة، وبدعم ومتابعة

فرسان القافلة الوردية في طريقهم لفعاليات المهرجان.

فرسان القافلة الوردية في طريقهم لفعاليات المهرجان.

فرسان القافلة الوردية في طريقهم لفعاليات المهرجان.

السود، إلى جانب مسرحية «حياتك أماتة»، من تقديم كلية التقنية العليا، وفقرة فرقة جمعة الحربية وعلى السخي وفقرات لرقصية للأطفال، وعرض أزياء وعزف حي للحيثار، وفقرة السابفات المومعة التي تضم جوائز قيمة، وسحوبات يومية على جوائز نقدية وعينية طوال فترة المهرجان.

كما اطلعوا على ما تعرضه حاضيات التراث بالاتحاد النسائي العام من الفن الحرفية التراثية

ولأكولات التراثية والحي التفاعلي الذي يعد نقطة جذب للجمهور ليتعرف إلى الكثير من الصناعات والحرف اليدوية التي أسهمت منذ أرض الإمارات، وتوارثها أبناء الإمارات جيلًا بعد جيل، لتعكس تراء


الموروث الإماراتي الذي يصبر عن الحضارة الإماراتية. أبوظبي - وسم

الموروث الإماراتي الذي يصبر عن الحضارة الإماراتية. أبوظبي - وسم



Mar 18, 2017

Cancer survivors grateful for support

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Circulation: 114,000	Language: English	Section: Main	Size: 187.72	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?slng=en&id=4553709&qk=4...				



Pink Caravan riders pass Shaikh Zayed Grand Mosque as they ride into Abu Dhabi yesterday, 10 days after setting out from Sharjah spreading awareness and offering free screenings.

Cancer survivors grateful for support

WOMEN TALK ABOUT PINK CARAVAN'S MORAL, FINANCIAL ASSISTANCE

Dubai
BY JANICE PONCE DE LEON
Staff Reporter

For Egyptian expatriate Nadia Metwally, being diagnosed with breast cancer in 2011 after knowing her husband to the same disease nine years before was a double tragedy.

"No one in my family, my blood relatives, had breast cancer. My husband did, however," Metwally, 62, a former Arabic language teacher, told Gulf News.

Metwally's husband experienced abnormalities in his breast for some time. Thinking it was just an infection, they went to the hospital for treatment. But the problem persisted for nine months so the couple decided to go back to their home country for further investigation.

"It was in Egypt when my husband was diagnosed with breast cancer in 1999. He had to go for surgery and underwent chemotherapy in Tawam Hospital when we got back," Metwally explained. "But he succumbed to the disease three years later."

Metwally thought her battle with cancer was over. In one of the Pink Caravan screenings during its inaugural ride in 2011, she was diagnosed with the disease. But Pink Caravan did not leave her behind.



The Pink Caravan volunteers at the Mother of Giving Festival at Al Bateen Beach where it is running a fixed clinic.

"The Pink Caravan and the Friends of Cancer Patients are wonderful people! They have been on my side since day one," Metwally said.

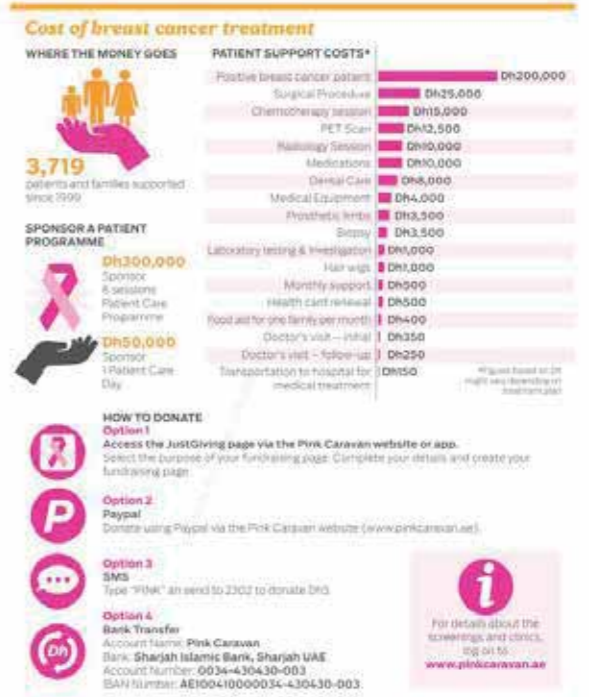
Through the pain

The pan-UAE Pink Caravan Ride for years has gone beyond early detection and educational campaigns.

Anyone who tests positive with breast cancer during their ride's annual campaigns, like Metwally, is immediately supported by the Friends of Cancer Patients (FoCP).

The FoCP gives them moral and financial support, if needed, to guide them on a treatment plan. The organisation has so far supported 3,719 families since 1999. Of the 41,391 people the Pink Caravan screened over the last six years, 53 were found to have cancer and are "adopted" for treatment by FoCP.

Breast cancer treatment could cost between Dh250,000 and Dh100,000 for the first year, but this could increase depending on the stage and grade of the breast cancer and type of treatment needed.



Riders get a rousing welcome in Abu Dhabi

The final phase of the seventh Pink Caravan's Ride's 10-day breast cancer campaign began with a ceremonial welcome in Abu Dhabi on Thursday with the General Women's Union welcoming the riders at the Mother of Giving Festival on Al Bateen Beach. The Abu Dhabi's Mounted Police force escorted riders to the beach as national tunes were played by the Abu Dhabi Police Band. Ambassadors from Sudan, UK, Djibouti, India, and Sri Lanka, were present at the event.

Reem Bin Karam, Chairperson of the Pink Caravan's Higher Organising Committee, said: "The Pink Caravan owes much of its success to Her Highness Sheikhha Fatima Bint Mubarak, whose support and compassion has led us in this humanitarian endeavour." The Pink Caravan fixed clinic at Al Bateen beach will run throughout the duration of Mother of Giving Festival.

ing, Dr Sawan Al Madhi, director-general of FoCP and head of Pink Caravan's Medical and Awareness Committee, said:

"One of the main challenges right now is any breast cancer screening for healthy women, who just want to go for a check-up for preventive measures, most insurance companies don't cover that."

"On the other hand, if a woman has a symptom and the doctor suspects that there's a lump, then that's something called diagnostic procedure, only then will it be generally covered."

A clinical screening for breast cancer on average costs between Dh250 and Dh1,000. Pink Caravan has been providing these for free over six years, amounting to Dh24 million. But Pink Caravan's operational costs for the ride alone stood at Dh10 million last year.

Dr Sawan said the programme has been successful through the generous donations of individuals, companies and sponsors.

"I will not forget what they have done for me," Rago said. "I owe them my second life."

"If it were just up to me, there's no way I could bear all the expenses," Metwally said. "Breast cancer is more of a psychological disease than anything else. Having access to treatment gives you peace of mind and raises your chances of recovery even more."

The same is true for Marius Rago, 45, a Filipino office cleaner based in Sharjah, who was diagnosed with stage 1 breast cancer last year.

"I underwent mastectomy in December and I've completed my chemotherapy, all through

the help of Pink Caravan. I have one treatment left. I would not have been able to do any of this if it were not for them, considering my salary," Rago, a mother of two, told Gulf News.

Not all health insurance covers 100 per cent of the medical bill for clinical diagnoses. But the picture is more grave for those without insurance covers like Rago.

7th Pink Caravan Ride Offers 7,108 Breast Cancer Examinations across the UAE

Campaign's achievements dedicated to the memory of late Ameera BinKaram

- The highest number of clinical examinations performed during a 10-day PCR campaign
- 100 riders and 150 volunteers traveled over 200 km to spread breast cancer awareness in the UAE Year of Giving
- 48,391 free clinical examinations offered since 2011



Pink Caravan Ride 2017 Closing Ceremony

- | 17 March, 2017
- | Awareness activation
- | Zayed Sports City, Abu Dhabi

At the end of the seventh Pink Caravan Ride, the number of people's lives this pan-UAE breast cancer campaign has touched with awareness about the importance of early detection through regular screenings speaks louder than words. The 10-day campaign broke its previous records, offering free screenings, mammograms and expert medical advice to 7,108 people – the highest the initiative has in its seven-year history. The numbers include 5,991 women and 1,117 men, who were received at 123 clinics operating out of the seven emirates by a team of 65 medical experts.

The closing ceremony was held at Zayed Sports City in Abu Dhabi in the presence of HE Sheikh Nahyan bin Mubarak Al Nahyan, the UAE's Head of Ministry of Culture, Youth and Social Development, and xxxxxxxxxxxx, a US embassy representative.

"Everyone present here epitomises deepening community awareness and passionate community development, and I am glad to be part of this celebration. I thank His Highness Dr Sheikh Sultan bin Muhammad Al Qasimi, Member of the Supreme Council Ruler of Sharjah; and his wife Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Founder and Royal Patron of the 'Friends of Cancer Patients' (FoCP), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, for their keenness and glorious efforts in developing the health of the UAE's society in the most practical and effective ways. In the Pink Caravan Ride's efforts, the vision of the UAE's wise leadership is clearly reflected," said Sheikh Al Nahyan.

"The 7th Pink Caravan Ride did not just

unite the nation, it united our hearts. In the UAE Year of Giving, we believe this was our biggest contribution to the spirit of humanitarianism. Many of you may think we meet tonight to conclude the Pink Caravan Ride. In fact, we are all here to renew our spirits for another march of hope," said Reem BinKaram, Chairperson of the Higher Organising Committee of the Pink Caravan.

"My beloved sister, the late Ameera BinKaram, established this year's slogan, '7 Years for 7 Emirates' and sowed the seeds for this seventh campaign before her passing. Every day, we enjoy the fruits of her compassionate spirit. It is due to her relentless efforts that PCR today has become a unique national example of community engagement, health and social dialogue for the upliftment of society. We dedicate this year's achievements to her golden spirit," Reem BinKaram added.

The closing ceremony was attended by prominent UAE figures and VIPs, and also brought together all volunteers, the medical, events, equine, logistics and sports committees, and everyone else

that contributed in any way to the event. A 10-minute short film capturing the essence of the year's journey across the seven emirates, raising awareness about breast cancer and encouraging people to come forward and get screened, was screened.

For their final horseback journey of the edition yesterday, the riders set off at Ikea Yas Island, and travelled 11.7 km to reach the finish line at Zayed Sports City. The last fundraiser, Pink Strides, a 7-km walkathon was held at Zayed Sports City and received great participation by the general public. The walk was broken up into three rounds, where participants received white, silver and pink bands upon the completion of each round.

The seventh edition of PCR witnessed many firsts. Seven fixed clinics were inaugurated in the seven emirates, which offered free screenings to 2,287 patients. Their charity fundraiser Pink Bite, sold one burger for USD10,000 – the highest amount of money ever paid for a burger. A Children's Ride was organised for the time in the campaign's history to sensitise the youth about the

risks and remedies of cancer from an early age.

Sharjah Islamic Bank and Sharjah Media Corporation are PCR's strategic partners. The main chapter sponsors included Bee'ah, DEWA and Sharjah Chamber of Commerce and Industry, and DP World.

While the nation's battle against breast cancer is far from over, the UAE community's awareness and eagerness to seek counsel and medical support is much higher now than it used to be, thanks to Pink Caravan Ride's seven-year long efforts.

Since 2011, Pink Caravan Ride has travelled 1,640 kilometres across the 7 emirates with 492+ riders, 700+ volunteers, providing free clinical examinations to 48,499 locals and residents in 578 clinics. These statistics are shared between 38,856 women and 9,643 men who have undergone 14,047 mammograms and 2,255 ultrasounds.



Pink Caravan Medical Statistics Since 2011





Mar 19, 2017

القافلة الوردية" تختتم مسيرة فرسانها السابعة بفحوصات مجانية لـ 7108 أشخاص

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Circulation: 37,500	Language: Arabic	Section: Main	Size: 137.79	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sing=en&id=4557959&qk=b...				

بحضور نهيان بن مبارك

القافلة الوردية تختتم مسيرة فرسانها السابعة بفحوصات مجانية لـ 7108 أشخاص

ريم بن كرم: مسيرة الفرسان لهذا العام استثنائية بكل ما تجعل الكلمة من معنى



نهيان بن مبارك: القافلة تسير بتطور دائم ومثال رائع على عمل الخير في عام الخير

الأولى حيث حرص معاليه على المشاركة في مختلف الفعاليات والأنشطة المصاحبة لها وتعبيراً لوقوفه المبدع في جانب القافلة الوردية ثم قبل انطلاق حفل ختام تصميم الجسم البشري أيد معاليه التي سلطت الضوء على معرض الأبحاث العلمية لسفراء القافلة الوردية الذي يضم مجموعة من التخصصات العلمية إيماناً بحد من الشيوخ والتخصصات الرسمية وسفراء القافلة الوردية.

وتوجهت رئيسة اللجنة العليا للقافلة الوردية فرسان القافلة الوردية بالتشجيع على جميع جنود الأمل الوردية من الفرسان والطرق الطبية والمطبخين والسفراء لا سيما أولئك الذين شاركوا بشاركون في القافلة بالسلامة خلال الأعوام الماضية والعهدت باسمهم جميعاً إنجازات سبحة.

استمع إشارات إلى روح فريدة العمل الإنساني والتطور الرائدة أمة من كرم مؤمنة أنهم يجدون معاً العهد وهي في عائلته بمواصلة مسيرة الخير والأمل.

وفي ختام الحفل قام معالي الشيخ نهيان بن مبارك آل نهيان وريم بن كرم مستخدمين لسيارتهم الخاصة بالوقوف مع سفراء القافلة الوردية وهم مسرورون بالسلامة الإنسانية وسفراء القافلة الوردية والفرسان الذين شاركوا في مسيرة القافلة الوردية. كما تم توزيع عدد من سفراء القافلة وجميع الفرسان المشاركين في مسيرة هذا العام بدعهم أوبعداً شرفية قبل انطلاق حفل الختام.

وشملت مسيرة الفرسان ٢٠١٧ بالعديد من الأحداث التي أقيمت لأول مرة دولاً مع احتفاء القافلة الوردية بالاحتفاء دولاً الإمارات الذي جاء من أمة مع مرور سبع سنوات على انطلاقها ومن أهم هذه الأحداث تخصيص عيادة ثابتة لكل إمام من الإمارات السبع عشر على استقبل جميع الفرسان في إجراء الفحوصات الطبية وطرح استفساراتهم بخصوص سرطان الثدي وطرق الوقاية منه قبل بدء المسيرة.

تريفة من صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي عضو المجلس الأعلى حاكم الشارقة ومناجاة حشدة من فرينة سمو الشيخة جواهر بنت محمد القاسمي و قبل الإطلاق كما قد تعاندا على أن تكون مسيرة فرسان القافلة الوردية لهذا العام استثنائية بكل ما تجعل الكلمة من معنى لا سيما أنها حملت شعار سبحة سواحل تسعة إمارات.

وحول أبرز إنجازات مسيرة فرسان القافلة الوردية لهذا العام قالت أسهمت عيادتها حتى أصبحت بفضل جهودها تولى عيادة عالمياً فريداً في مجال الوعي بسرطان الثدي وقد كان للرحلة أمدية الدور الأساسي فيما تشهده اليوم من دعم طبيعى قوي للقافلة الوردية بل وما تحفته أيضاً من حوار مجتمعي نشط حول القضايا المرتبطة بها بالإضافة إلى التقدم المستمر في الوعي بهذا المرض.

وقال إن احتفاء القافلة الوردية لهذا العام احتفاء أثير وإنجازات أمدية من كرم في حياتها القافلة وهو كذلك اعتراف كبير بما تحمله القافلة من إسهامات مهمة تعبر عن نخلة الخادمة في مسيرة هذا الوطن المحطاء ومن دور أبنائه ومناه في تحقيق التقدم والنمو في كافة ربوعه وأرجائه.

من جانبها قالت ريم بن كرم إن الكثيرين يعتقدون أننا ننقل اليوم لنعلن خدام لعدائنا القافلة الوردية إلا أننا حقيقة ننقل هذه المسيرة سوى صورة لنا في عقولنا حيث نجحنا في نشر الوعي حول مرض سرطان الثدي وروينا في نفوس الكثير من المصابين بمرض الأمل لخصمت الشموخ وتعالى لهم بصدقة أبناء بلاندا.

وأشارت رئيسة اللجنة العليا للقافلة الوردية فرسان القافلة الوردية إلى أنه في مسيرة من مارس الجاري كان انطلاق مسيرة القافلة الوردية السابعة برعاية

شخصية الوعي بمرض سرطان الثدي وتنشيط الوعي على الفحص الدوري وكذلك تعميق فكرة المجتمع وتعبئة جهود أفراد ومؤسساته من أجل التعامل الفعال مع كافة أوجه وأسابيع وعلاج هذا المرض.

وتوجه معاليه بالتشجيع إلى رعاية القافلة الوردية فرينة صاحب السمو حاكم الشارقة سمو الشيخة جواهر بنت محمد القاسمي الرئيسة المؤسسية لجمعية أصدقاء مرضى السرطان مسيرة الأمل الدولي كخاتمة السراجي... ممناً حرص سموها الكبير على تحسين جودة الحياة للجميع وتوفير سبل الرعاية والعناية لكافة سكان الدولة في إطار وقائع يحرص على رفع المستوى الصحي في المجتمع وتحقيق التنمية والرفاه في ربوع الوطن كله.

وتسار معاليه إلى أن القافلة الوردية وفي عامها السابع أكدت أنها تسير في تطور دائم نحو الأفضل وأنها مثال رائع على عمل الخير في عام الخير كما أنها نموذج رائد في التطوع الشاخص وفي التفاعل والشخصيات المجتمعي من أجل توفير حياة أفضل لكل من على هذه الأرض الطبيعية. وأد معاليه أن القافلة تجسد ويستلح وأضح عدد من الجهات الممثلة والأندية في مسيرة دولة الإمارات لافتاً إلى أن الدولة تحظى بقيادة حكيمه ترى في الإنسان الثروة الحقيقية للوطن وتسعى جاهدة إلى توفير كل سبل الحياة السعيدة وتحريض دائماً على توفير الحياة الكريمة للإنسان في الإمارات ورفع مستوى الخدمات الصحية في ربوع مسقط رأسها.

وأشارت رئيسة اللجنة العليا للقافلة الوردية فرسان القافلة الوردية إلى أنه في مسيرة من مارس الجاري كان انطلاق مسيرة القافلة الوردية السابعة برعاية

شخصية الوعي بمرض سرطان الثدي وتنشيط الوعي على الفحص الدوري وكذلك تعميق فكرة المجتمع وتعبئة جهود أفراد ومؤسساته من أجل التعامل الفعال مع كافة أوجه وأسابيع وعلاج هذا المرض.

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Mothers Day Event

21 March, 2017

Beneficiary support

Alquoz Pond Park, Dubai



Friends of Cancer Patients supports the GCC's Unified Cancer Strategy

During the first GCC Cancer Conference in Kuwait



Sawsan Jaafar during First Combined Gulf Cancer Conference

Friends of Cancer Patients supports the GCC's Unified Cancer Strategy

2-3 April, 2017

Partnerships

Conferences

Kuwait

The Sharjah-based Friends of Cancer Patients Society (FoCP), has announced its full support to the vision and recommendations of the First Combined Gulf Cancer Conference, which was held in Kuwait from 2 to 3 April. The participants have asked for a GCCs consolidated efforts in their fight against cancer, in enhancing awareness efforts and requested a unified GCC strategy to adopt a general framework to encourage academic institutions and health authorities in the region to expand research activities in the fields of cancer prevention, screening and treatment.

FoCP's announcement was made at the First Combined Gulf Cancer Conference, which was held under the theme 'Awareness Strategy: Reality and Ambition'. The two-day event was attended by leading GCC institutions, as well as by an elite group of oncologists, psychologists and social workers. FoCP's delegation to the conference comprised HE Sawsan Jafar, President of FoCP's Board of Directors; Dr Sawsan Al Madhi, Director General of FoCP; and Haya Merai, the Programme Executive.

Highlighting the role of awareness in the fight against

cancer and the importance of sharing expertise with regional organisations in developing programmes for the treatment and prevention of the disease, the conference underlined the efforts undertaken by government and private institutions to reduce the occurrence of cancer, and to provide cancer patients with all possible support. Speakers presented a series of scientific papers outlining the latest advances in preclinical and clinical research on cancer, and latest developments in oncology.

HE Sawsan Jafar, President of FoCP's Board of Directors, said: "We are looking forward to supporting the recommendations of the first GCC Cancer Conference, which has led to the formation of a regionwide strategy against cancer, providing us with a platform to share local, regional and international expertise.

It has underlined the best practices for raising awareness through the media, medical and psychological fields."

Jafar also said "FoCP has fostered these three tracks in its strategy, and since its inception, FoCP has been raising awareness about cancer and the preventive methods among the UAE community in collaboration with the government and private sectors, and in 2011, it launched the Pink Caravan initiative to raise awareness about the breast cancer and the importance of early detection. Today, it is one of the most important cancer initiatives, locally and globally."

"The psychological field has always been a key component of FoCP strategy, in which it launched many related initiatives, like 'Colour My World' to extend emotional support to cancer patients. The 'Joy Cart' initiative was designed to cater to the psychological needs of

children in hospitals. We also believe in the important role different channels of media plays in cancer awareness, and is fully integrated in all our programs," she added.

For his part, Dr Khalid Al Saleh, Head of Radiotherapy at the Kuwait Cancer Control Centre (KCCC), said: "There is a remarkable increase in cancer rates all over the world. In 1974, there were 70 cancer cases for every 100,000 people. In 2003, this rose to 110 cases for every 100,000 people, and stood at 120 cases for every 100,000 people in 2013. This is a clear indication of the rise in cancer rates, especially breast and colon cancer."

Dr Al Saleh underlined the importance awareness as an effective tool for keeping the disease at bay – stating smoking, environmental pollutants, radiation, virus infections, obesity, red meat-gluttony, alcohol





abuse, as the most probable causes. He stressed increased awareness slashes cancer rates by 30%, numerically translating to 700 people who risk having cancer every year.

The First Combined Gulf Cancer Conference highlighted the main practices to raise awareness about the disease, underscoring the need to utilise all media channels to this end, including social media. It discussed the provision of psychological care to improve the quality of life for cancer patients, and addressed the most important factors related to food, and other lifestyle habits that introduces us to carcinogenic risks.

Speakers at the event outlined a host of expertise and practical experiences in the implementation of cancer awareness strategies, highlighting a number of regional and international models. The

economic burden of cancer on individuals was discussed, with a view of the role played by the civil and private sectors in raising community awareness integrated with the government sector.

The conference featured a pavilion for all participating organisations and entities, including FoCP stand. Participating organisation, doctors and experts were introduced to FoCP's mission, vision and its achievements over the past 18 years, in Sharjah and the UAE.

On the side-lines of the conference, a General Assembly of the Gulf Federation for Cancer Control (GFCC) was held. It discussed strategies to develop GFCC's work, and enhance its role in raising cancer awareness. The General Assembly explored the Administrator Report of the GFCC over the past four years,

and the election of HE Sawsan Jafar and Dr Sawsan Al Madhi as members of the newly elected Board for 2017–2021.

FoCP was founded in 1999 to promote awareness about the six early detectable cancers; namely, breast cancer, cervical cancer, prostate cancer, skin cancer, testicular cancer, and colorectal cancer. The organisation is dedicated to providing moral and financial support to thousands of patients and their families, regardless of their gender, race and age. FoCP has so far succeeded in providing support to more than 3,700 cancer patients, including children, women and men in the UAE.



52 Press Mentions



Apr 05, 2017

FOCP offers full for GCC cancer awareness

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Circulation: 46,549	Language: English	Section: Main	Size: 78.23
Tags: Friends of Cancer Patients			
Article URL: http://monitoring.nncpr.com/article/?sng=en&id=4682685&qk=K...			



FOCP offers full support for GCC cancer awareness



An official addressing the conference.

KUWAIT CITY, April 4: The Friends of Cancer Patients (FOCP) Organization, during the First Combined Gulf Cancer Conference, announced its full support for the recommendations resultant from the conference, especially after the participants stressed the importance of continuing awareness efforts for fighting cancer in the GCC countries.

According to a press release, FOCP called for unification of strategy to include every country in the area, as well as devising up a general framework for joint work, and motivating academic establishments and health authorities to expand their activities in the field of scientific research in order to find best possible ways for treating and preventing cancer.

The two-day conference with the tagline "Awareness Strategy: Reality and Ambition" was held on April 2-3 in Kuwait City in which several organizations and establishments involved in fighting cancer in the GCC countries participated.

The conference also witnessed participation of leading oncologists, psychologists, social workers and specialists in the fields of health care, education, nutrition and media as well as representatives of non-profit organizations and relevant government institutions in the field of education.

The FOCP delegation in the conference included Board Director of the organization Sawsan Jafar, Secretary General of the organization Dr Sawsan Al-Madhi, and Program Executive Haya Man'ar.

The conference presented evidence-based information concerning the role of awareness in cancer incidence and survival rates.

It highlighted the importance of exchanging experiences with global, regional and local organizations in the development of cancer awareness and prevention strategies.

The conference also highlighted the role of the government, non-government and private sectors in raising awareness in this regard for the general public, and providing all types of care with the aim of improving cancer patients' quality of life.

The conference witnessed distribution of academic work documents which expansively detailed the latest global achievements in the aspect of combating cancer.

About the Friends of Cancer Patients (FOCP), it is a non-profit charity organization founded in September 1999 in Sharjah, the United Arab Emirates.

Its objective is to create awareness about the six early detectable cancers namely breast cancer, cervical cancer, prostate cancer, testicular cancer, colorectal cancer, and skin cancer.

Besides its awareness mission, FOCP is committed to helping cancer patients and their families get through the long and arduous journey of cancer treatment.

Since its inception, FOCP has provided moral and financial support to over 3,700 patients and their families in the United Arab Emirates, irrespective of their nationality, gender, age, religion or ethnicity.

Sultan Al Qasimi and his Wife Inaugurate 'Sharjah Laboratory' at Francis Crick Institute in London

- Sheikha Jawaher donates half a million pounds to support NCD and cancer research
- Francis Crick Institute is the largest biomedical research centre in Europe



Sultan Al Qasimi and his Wife Inaugurate 'Sharjah Laboratory' at Francis Crick Institute in London

8 April, 2017

Partnerships

Francis Crick Institute, London

His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, and his Wife, Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Founder and Royal Patron of the Friends of Cancer Patients (FoCP), yesterday inaugurated the 'Sharjah Laboratory' at the Francis Crick Institute in London.

The Sharjah Lab is part of the Francis Crick Institute, the largest biomedical research centre under one roof in Europe and one of the most important of its kind in the world. It will house 1,250 leading scientists from a variety of disciplines working

together to understand why diseases develop and find new ways to prevent and treat non-communicable diseases (NCDs), including cancer.

His Highness Sheikh Dr Sultan Al Qasimi praised the efforts made by scientists and researchers to come up with effective therapies for diseases affecting societies across the world. His Highness underlined that these efforts must be purely for human benefit, free of financial incentives or economic objectives, in order to protect people from the diseases that claim their lives and hamper their involvement in the development and wellbeing

of their communities.

His Highness Ruler of Sharjah underlined that the Sharjah Laboratory will serve as a scientific beacon that will utilise and invest its research capacity to find the underlying causes of serious non-communicable diseases, cancer in particular. His Highness stressed that Sharjah will support the laboratory, not only financially, but also with highly qualified human resources that are able to realise its objectives.

Her Highness emphasized that science moves at an ever-increasing pace and each day we see new possibilities and new research that may help us beat cancer, giving us reason to be optimistic, but we can never be complacent. His Highness stressed that ongoing unified support and funding is essential to make sure this research progresses, and gives us the best chance to rid the world of so many horrific diseases and that

we are all integral to the future of global health.

His Highness Sheikh Dr Sultan Al Qasimi and Sheikha Jawaher Al Qasimi were received by Sir Harpal Kumar, Chief Executive of Cancer Research UK, and Julian Downward, Associate Research Director at the Francis Crick Institute, who is also the professor in charge of the Sharjah Laboratory, in addition to a number of directors and specialists at the institute and the British Association for Cancer Research.

As an International Ambassador of the World Cancer Declaration for the Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC, Sheikha Jawaher Al Qasimi plays a vital role in cross-cultural efforts to fight the disease internationally. Sheikha Jawaher underlined the importance of supporting and funding NCDs

and cancer research.

The Sharjah laboratory, which is part of the Francis Crick Institute, was fully funded by Sheikha Jawaher who donated half a million pounds to the Cancer Research UK to support its work and help to train human resources in order for them to move into a new phase of the treatment of NCDs and curb their prevalence.

The donation comes as part of Her Highness' nonstop efforts to support programmes, initiatives and action plans to improve treatment for non-communicable diseases, including cancer. The Francis Crick Institute is run by 1,250 scientists and researchers as well as 250 executives representing 70 countries from across the world.

"Over the past hundred years, we have seen that science has unlimited horizons. Diseases that





once plagued populations can now be easily treated or even prevented, and we need to do the same for cancer. We are confident that this can be achieved through science, as long as we continue to support innovative medical research. And if we do so, NCDs and cancers will be easily treated, saving millions of lives and substantial state budgets," Sheikhah Jawaher said.

Sheikhah Jawaher underlined the importance of promoting a culture of early detection and follow up, and that the research and treatment of diseases not only benefits the present generation, it is also an investment in the health of our children, and their children to come: "A healthy society is the cornerstone of any civilisation and the progress of any nation. There is a need to alleviate the pain and suffering of those individuals who are affected

by non-communicable diseases and also the communities to which they belong."

Her Highness added: "Facing NCDs requires an effective and dynamic movement on several levels, including meetings, events and conferences related to research that discuss ways to limit the occurrence of these diseases and raise community awareness."

Referring to Sharjah's continuing contribution to the fight against NCDs, Sheikhah Jawaher said: "Sharjah's efforts to combat NCDs set a leading model to be emulated by other countries in the world. The emirate launched the 'Sharjah Declaration on Non-Communicable Diseases towards 2030', which was endorsed by 230 international experts. It will also host the Second Global Non-Communicable Disease Alliance Forum, which is scheduled to take place from 9-11, December

2017.

Sir Harpal said: "We were delighted to welcome His Highness Sheikh Dr Sultan Al Qasimi and Her Highness Sheikhah Jawaher Al Qasimi to the Francis Crick Institute, one of the world's leading biomedical research institutes situated in the heart of London. Their Highnesses generous support of 'The Sharjah Laboratory' will ultimately help benefit cancer patients all over the world. We all understand that cancer is a global crisis requiring global solutions, and that no country or organisation can beat the disease on its own. We look forward to working together in the future and sharing best practice to improve the lives of people impacted by cancer in both our countries and across the world."

During the visit, Sheikh Dr Sultan Al Qasimi and Sheikhah Jawaher attended the signing

of a cooperation agreement between the Friends of Cancer Patients and Cancer Research UK. The agreement was signed by HE Sawsan Jafar, President of Friends of Cancer Patients Board of Directors, and Sir Harpal.

His Highness Sheikh Dr Sultan Al Qasimi and Sheikhah Jawaher toured the £650 million institute, adjacent to the British Library, where His Highness and Her Highness inspected its various sections and facilities spreading over 1 million square feet. During her visit, Sheikh Dr Sultan Al Qasimi and Sheikhah Jawaher met with

scientists and researchers at the institute, named after the British scientist who co-discovered the structure of DNA, and expressed her appreciation of their efforts and commended them on their hard work and dedication. Sheikhah Jawaher Al Qasimi also invited them to attend the second Global Non-Communicable Disease Alliance Forum in Sharjah in December 2017.

His Highness and Her Highness was accompanied by HE Sawsan Jafar, President of Friends of Cancer Patients Board

of Directors, Noura Al Noman, Chairperson of the Executive Office of Her Highness Sheikhah Jawaher Al Qasimi, Dr Sawsan Al Madhi, Director General of FoCP, and Reem BinKaram, Director of NAMA Women Advancement Establishment.



Jawaher Al Qasimi Receives Prestigious 3G 'Global Good Governance' Philanthropy Award

International accolade bestowed upon Royal Patron and Honorary President of Friends of Cancer Patients



HE Sawsan Jafar receiving 3G Award on behalf of Her Highness Sheikhha Jawaher Al Qasimi

Jawaher Al Qasimi
Receives Prestigious
3G 'Global Good
Governance'
Philanthropy Award

| 25 April, 2017

| Management

| Sharjah

Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah and Founder and Royal Patron of the Friends of Cancer Patients (FoCP), was honored with the prestigious 3G 'Global Good Governance' Philanthropy Award.

Receiving the international accolade in Philanthropy, Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC, was bestowed in recognition of her charitable work in the UAE's social services

sector and for her generous initiatives to reduce the burden of cancer and non-communicable diseases across the world. Taking place recently at Dubai's Fairmont - The Palm, the awarding ceremony witnessed institutions and individuals' world over from government & politics, corporate sector, social sector & philanthropy sectors.

Receiving the award on behalf of Her Highness was HE Sawsan Jafar, President of FoCP's Board of Directors, who also received the '3G Service Excellence Award for Social Sector and Philanthropy 2017' for FoCP on the same evening.

On receiving the award for

Sheikha Jawaher, HE Jafar praised the achievements of FoCP's Royal Patron and inspirational commitment to philanthropic endeavours; "Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi, has worked tirelessly to improve the lives of those living with cancer and for their relatives and loved ones who stand beside them with unwavering commitment. This is the UAE's Year of Giving and nothing exemplifies selfless generosity than the efforts of everyone involved in FoCP – an organization headed with such dedication by Sheikhha Jawaher, it was an honor to have received this award on behalf of Her Highness" said HE Jafar.

Her Highness Sheikhha Jawaher's commitment to fighting NCDs on a global level has seen the opening of the Sharjah Laboratory at the Francis Crick Institute in London – Europe's largest biomedical research center – with the new facility inaugurated earlier this month (April 2017).

FoCP's important role in the fight against lifestyle diseases witnessed Sharjah hosting the

first ever Global NCD Alliance Forum, which was presided over by Sheikhha Jawaher. The inaugural event was a benchmark for tackling lifestyle-related diseases in the MENA region, including cancer, and brought together 206 delegates from 173 advocate organizations and 43 national and regional NCD Alliances. Held under the theme 'NCD Advocacy and Accountability in the Post-2015 Era,' the forum was a collaboration between FoCP and the NCD Alliance to discuss an effective roadmap for the future and to review NCD advocacy and accountability in the era of sustainable development. The emirate launched the 'Sharjah Declaration on Non-Communicable Diseases towards 2030', which was endorsed by 230 international experts. It will also host the Second Global Non-Communicable Disease Alliance Forum, which is scheduled to take place from 9-11, December 2017.

On April 25th, FoCP has launched the UAE 'Relay for Life' walkathon - a 24-hour walking challenge that is being held for the first time in the MENA region. Scheduled

to take place November 17-18, 2017 at American University of Sharjah, the inaugural activity has been conceived in support of cancer patients and their families in the UAE.

Since its inception in 1999, Friends of Cancer Society has been delivering moral and financial support to more than 3,700 cancer patients and their families, irrespective of their nationality, gender, age, religion or ethnicity. This initiative was conceived by Her Highness Sheikhha Jawaher to address the rising incidence of cancer across the UAE and the wider world, with its aims being to create a cancer aware community in the emirates, to advocate for better measures to control cancer ensuring improved medical access for cancer patients.

FoCP, in addition, provides moral support to cancer patients through its 'Colour my Life' program, and 'Umrah' which sees the organization sponsor religious pilgrimages for patients and their families.






64 Press Mentions



Apr 28, 2017

جواهر القاسمي تتال «الجائزة العالمية للحكومة الرشيدة» لشخصية 2017 «للإحسان»

Publication: Al Watan - UAE (Newspaper)	Country: United Arab Emirates	Page: 9	AVE: \$371.78	
Circulation: 37,500	Language: Arabic	Section: Main	Size: 96.57	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4855733&qk=e...				

تقديرًا لجهودها الخيرية في الخدمات الاجتماعية والحد من الأمراض

جواهر القاسمي تتال «الجائزة العالمية للحكومة الرشيدة» لشخصية 2017 «للإحسان»

وستستضيف الإمارة الدورة الثانية من المنتدى العالمي للحالف منظمات الأمراض غير المعدية خلال الفترة من ٩ - ١١ ديسمبر المقبل.

ومنذ إنشائها في عام ١٩٩٩ قدمت جمعية أصدقاء مرضى السرطان دعماً معنوياً ومالياً لـ ٣٧٠ مريض وأسرمهم بعض النظار عن جنسيتهم أو جنسهم أو سنهم أو دينهم أو عرقهم وقد أنشأت سمو الشبيخة جواهر القاسمي هذه الجمعية بهدف الحد من ارتفاع معدلات الإصابة بالسرطان في جميع أنحاء دولة الإمارات العربية المتحدة إذ تهدف الجمعية إلى بناء تدابير أفضل لمكافحة المرض وضمان وصول مرضى السرطان إلى الرعاية الصحية والخدمات الطبية اللازمة.

وكانت الجمعية قد أطلقت في ٢٥ أبريل الجاري المسيرة الرياضية العالمية لتحمي لأول مرة في منطقة الشرق الأوسط وشمال إفريقيا بالتعاون مع جمعية السرطان الأمريكية بهدف دعم مرضى السرطان وأسرمهم في دولة الإمارات العربية المتحدة وتفتتح باب المشاركة من خلالها أمام جميع الأفراد والمؤسسات عبر العديد من الفعاليات المتنوعة والأنشطة الرياضية والترفيهية والخيرية التي سيتم تنظيمها على مدى يومي ١٧ و ١٨ من نوفمبر القادم والرامية إلى مساعدة مرضى السرطان والتخفيف من معاناتهم وحث الأهل في نفوسهم.

وتوفر جمعية أصدقاء مرضى السرطان المساعدة المعنوية والنفسية لمرضى السرطان عن طريق برنامج لون حيواني المعني بتقديم الدعم المعنوي للمرضى وتشمل مبادراتها الأخرى القافلة الوردية - المسيرة السنوية الأكثر شهرة في مجال النوعية بمرض السرطان الذي ويرتبط العبرة لمرضى السرطان حيث تنظم الجمعية رحلات الحج والعمره للمرضى وعائلاتهم من خلال التبرعات التي يتم جمعها من الجمعيات الخيرية والأنشطة الخاصة بجمع التبرعات كما تعمل أيضاً جمعية أصدقاء مرضى السرطان على تحمل تكاليف علاج مرضى السرطان غير القادرين على تحمل نفقات العلاج المكلفة. و ام



وام

سوسن جعفر خلال تسلم الجائزة

مكافحة الأمراض غير المعدية لا سيما السرطان على الصعيد العالمي

الأول من نوعه معياراً رئيسياً لمكافحة الأمراض المرتبطة بنمط الحياة بما فيها مرض السرطان في منطقة الشرق الأوسط وشمال إفريقيا.

وعقد المنتدى تحت شعار المناصرة والمسؤولية تجاه الأمراض غير المعدية في عصر ما بعد عام ٢٠١٥ بحضور ٢٠٦ مندوبين وممثلين من ١٧٣ منظمة صحية دولية و٤٣ تحالفاً من منظمات الأمراض غير المعدية المحلية والإقليمية ونجح المنتدى الذي أقيم بالتعاون بين تحالف منظمات الأمراض غير المعدية وجمعية أصدقاء مرضى السرطان في وضع معالم خريطة طريق فعالة لمكافحة هذه الأمراض واستعراض جهود المناصرة والمسؤولية في عصر التنمية المستدامة حيث أطلق المنتدى وثيقة الشارقة للأمراض غير المعدية باعتماد ٢٣٠ خبيراً مختصاً عالمياً

المعدية لا سيما السرطان على الصعيد العالمي

المنتدى تحت سمو الشبيخة جواهر القاسمي مؤخراً مختبر الشارقة في معهد فرانسين كريك بالعاصمة البريطانية لندن والذي يعد أكبر مركز للبحوث الطبية الحيوية في أوروبا ونظراً لدورها العالمي كسفيرة للاتحاد الدولي لمكافحة السرطان للإعلان العالمي للسرطان وسفيرة الاتحاد الدولي لمكافحة السرطان لسرطانات الأطفال يمثل التزام سموها بدعم هذه القضية عاماً أساسياً ودافعاً قوياً لقيادة الجهود الرامية لمكافحة السرطان على النطاق الدولي.

وتلعب جمعية أصدقاء مرضى السرطان تحت توجيهات قريبة صاحب السمو حاكم الشارقة دوراً مهماً في مكافحة هذا المرض وهو ما انعكس في استضافة الشارقة للمنتدى العالمي الأول لتحالف منظمات الأمراض غير المعدية وشكل هذا الحدث

ثالث قريبة صاحب السمو حاكم الشارقة سمو الشبيخة جواهر بنت محمد القاسمي المؤسس والرئيس الفخري لجمعية أصدقاء مرضى السرطان سفيرة الاتحاد الدولي لمكافحة السرطان للإعلان العالمي للسرطان وسفيرة الاتحاد الدولي لمكافحة السرطان لسرطانات الأطفال الجائزة العالمية للحكومة الرشيدة - لشخصية عام ٢٠١٧ للإحسان تقديرًا لجهود سموها الخيرية في قطاع الخدمات الاجتماعية بدولة الإمارات العربية المتحدة ومبادراتها السخية للحد من مرض السرطان والأمراض غير المعدية في جميع أنحاء العالم.

وتسلّمت سعادة سوسن جعفر رئيس مجلس إدارة جمعية أصدقاء مرضى السرطان الجائزة نيابة عن سمو الشبيخة جواهر القاسمي خلال حفل توزيع الجوائز الذي أقيم مؤخراً في فندق ومنتجع فيرمونت النخلة بدبي بحضور عدد كبير من الشخصيات البارزة من الحكومات والشركات الدولية والعاملين في مجال الخدمات الاجتماعية والأعمال الخيرية.

وتنعت سعادة سوسن جعفر الإنجازات التي حققتها سمو الشبيخة جواهر بنت محمد القاسمي والتزامها الإنساني نحو العمل الخيري في دولة الإمارات والعالم ووقوفها المستمر إلى جانب مرضى السرطان المتسجم مع رؤية وتوجيهات القيادة الحكيمة والتي توجت بنيل تلك الجائزة إلى جانب حصول جمعية أصدقاء مرضى السرطان على جائزة العالمية للحكومة الرشيدة للتميز في خدمة القطاع الاجتماعي والخيري ٢٠١٧.

وقالت سعادة سوسن جعفر كطالما عملت سمو الشبيخة جواهر بنت محمد القاسمي بالتزام راسخ من أجل تحسين حياة المصابين بالسرطان وعائلاتهم ويُعد هذا العام هو عام الخير في دولة الإمارات العربية المتحدة ولا شيء يمكن أن يجسد هذا العطاء مثل تلك الجهود التي بذلت من قبل كافة أعضاء جمعية أصدقاء مرضى السرطان التي أسستها وترعاها بكل إخلاص سمو الشبيخة جواهر القاسمي وتقديمها كل دعم يمكنها من تحقيق أهدافها وتوسيع خدماتها لحماية أفراد المجتمع من هذا المرض والحد من انتشاره.

وفي إطار التزامها بمكافحة الأمراض غير



Apr 28, 2017

Jawaher receives prestigious 'Global Good Governance' Award

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Circulation: 36,000	Language: English	Section: Main	Size: 112.79	
Tags: Friends of Cancer Patients				
Article URL: http://monitoring.nncpr.com/article/?sln=en&id=4857819&qk=L...				

Jawaher receives prestigious 'Global Good Governance' Award

The award was bestowed in recognition of her charitable work in the UAE and generous initiatives to reduce the burden of cancer and non-communicable diseases across the world.



Jawaher Al Qasbi receiving the 2017 award on behalf of Her Highness Sheikhha Jaber Al Qasbi

BY SUE WINTER

ABU DHABI: Her Highness Sheikhha Jaber Al Qasbi, wife of His Highness the Ruler of Sharjah and Founder and Royal Patron of the Friends of Cancer Patients (FCP), was honoured with the prestigious 2017 'Global Good Governance' Philanthropy Award, bestowed by Sheikhha Jaber, it was an honour to have received this award on behalf of Her Highness, said Jaber.

Her Highness Sheikhha Jaber's commitment to fighting NCDs at a global level has seen the opening of the Sharjah Laboratory at the Francis Crick Institute in London - Europe's largest biomedical research centre - with the new facility inaugurated earlier this month.

FCP's important role in the fight against NCDs in Sharjah was recognised by the first ever Global NCD Alliance Forum, which was presided over by Sheikhha Jaber. The inaugural event was a benchmark for tackling NCD-related diseases in the MENA region, including cancer, and brought together 200 delegates from 170 academic institutions and 48 national and regional NCD Alliances.

Receiving the award on behalf of Her Highness was Saeed Jaber, President of FCP's Board of Directors, who also received the 2016 Sheikhha Jaber Award for Social Sector Leadership 2017 for FCP's same work.

On receiving the award for Sheikhha Jaber, Jaber praised the achievement of FCP's Board of Directors and expressed its commitment to the fight against NCDs.

The award was bestowed in recognition of her charitable work in the UAE and generous initiatives to reduce the burden of cancer and non-communicable diseases across the world.

It will also host the 2017 Global Non-Communicable Diseases Alliance Forum, which is scheduled to take place from Dec 5-11, 2017.

On Apr 28, FCP has launched the UAE Policy for NCDs, which is a 14-point working document that aims to set the foundation for the MENA region. Scheduled to take place from Nov 17-18, 2017 at the American University of Sharjah, the inaugural activity has been launched in support of cancer patients and their families in the UAE.

Since its inception in 1988, Francis Crick Institute has been delivering moral and financial support to more than 5,700 cancer patients and their families, irrespective of their nationality, gender, age, religion or ethnicity. This initiative was conceived by Her Highness Sheikhha Jaber to address the rising incidence of cancer across the UAE and the wider world, with its aim being to create a cancer care community in the emirate, to ensure that better resources to control cancer, ensuring improved medical access for cancer patients.

FCP is also providing moral support to cancer patients through its 'Cancer Care Programme' and 'Cancer' which uses the organization's unique religious experiences for patients and their families.

FoCP Launches 'Relay for Life' 24-hour Cancer Walkathon



FoCP Launches 'Relay for Life' 24-hour Cancer Walkathon

| 25 April, 2017

| Awareness Activation

| Fundraising

| Noor Island, Sharjah

- Inaugural Sharjah 24-hour walkathon at American University of Sharjah
- Sharjah will be the first city in the MENA region to host global event that spans 29 countries
- Walk will raise awareness about cancer and encourage community collaboration to fight disease
- Two-day event is inspired by the Relay for Life event organised by the American Cancer Society since 1985

Friends of Cancer Patients (FoCP), a not-for-profit organisation dedicated to fighting cancer, has announced the launch of the UAE 'Relay for Life' walkathon - a 24-hour walking challenge that is being held for the first time in the MENA region. Scheduled to take place November 17-18, 2017 at American University of Sharjah, the inaugural activity has been conceived in support of cancer patients and their families in the UAE.

In the coming period, the association will organise a series of activities, workshops and events to drive participation in the initiative. It will include a number of visits to universities, schools and official and civil institutions around the UAE and will host a number of personalities attending awareness, educational and humanitarian aid workshops in preparation for the march. These awareness events will conclude

with the march on November 17-18, 2017.

Organised in collaboration with the American Cancer Society, Relay for Life in Sharjah was revealed during a press conference held by FoCP on Tuesday at Al Noor Island. Attending the event were HE Sawsan Jafar, Chairperson of FoCP's Board of Directors; Dr. Moza Al Shehhi, Dean of Students Affairs at American University of Sharjah; Dr. Sawsan Al Madhi, Director General of FoCP; Sheikha Jawaher bint Abdulla Al Qasimi, FoCP Board Member, Badr Al Jaaidi, Events and Logistics Executive at FoCP and representatives of American University of Sharjah, as well as a number of FoCP members and local and Arab media personnel.

During the conference, a background to Relay for Life was outlined, with participants explaining how the event has

originated in the USA back in 1985. Organised by a colorectal surgeon Dr. Gordy Klatt, the first ever event raised \$27,000 for his local cancer charity but since then has gone on to become the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has to date raised more than \$5 billion (AED18.3 billion) in support of cancer patients worldwide.

"We are delighted to announce the MENA region's first ever Relay for Life in collaboration with the American Cancer Society. This walkathon will mark a new phase of the existing cooperation between our two societies and is in perfect alignment with the UAE's Year of Giving. The launch of this initiative was inspired by the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, to position Sharjah as a beacon

of compassion, humanity and hope," said HE Sawsan Jafar.

"Relay for Life aims to promote community solidarity with cancer patients and their families who go through severe discomfort and distress, with the overnight element of the walk designed to promote community solidarity to "Remember" the loved ones lost to cancer, "Celebrate" the advancement of science and survivorship, and to stand as one through raising awareness and funds to "Fight Cancer". We encourage everyone, young and old to join us at American University of Sharjah on November 17-18 to show their community spirit and their commitment to fighting cancer," she added.

Dr. Sawsan Al Madhi pointed out that Relay for Life would raise funds for cancer patients in the UAE through two main ways; the first being through the





registration fee for participation in the challenge and the second through the individual "Relayers" and team fundraising activities, with all proceeds going towards supporting cancer patients and their families.

Badr Al Jaaidi noted that the 'Relay for Life' event will feature a series of sporting activities aiming at enhancing the feelings of community members about the suffering of patients and encouraging patients to bravely fight the disease and raising their hope. Al Juaidi called on those who want to participate in the walk to visit the website: www.focp.ae/relayforlife which allows them to register their names and provide them with overall information about the initiative, its aims and conditions of participation.

Stating his education institution's commitment to all aspects of the community that it operates in, Dr. Björn Kjerfve said: "Since

its inception, American University of Sharjah has sought to forge strong partnerships with organisations such as Friends of Cancer Patients, which play such an important role in providing solutions to the challenges facing society. We are proud to be a part of this campaign with FoCP and to be able to provide our full support in hosting this important event on our campus."

During her speech, Dr. Moza Al Shehhi, Dean of Students Affairs at the American University of Sharjah (AUS), said: "What the wife of His Highness the Ruler of Sharjah, Her Highness Jawaher bint Mohammed Al Qasimi, Founder and Royal Patron of the Friends of Cancer Patients (FoCP), has always been emphasising is true. Cancer is not an unsolvable problem anymore, but the increase in numbers of cancer patients, makes it a social and humanitarian case in which all individuals and

entities should engage, with the aim of supporting cancer patients and their families. The AUS is always keen to participate in humanitarian and awareness initiatives, in line with its responsibility towards the community, and I would like to thank the FoCP for giving us the privilege to participate in organising the 'Relay for Life' initiative, which aims to achieve great humanitarian objectives."

Founded in 1999, FoCP has provided medical treatment and financial and moral support for more than 3,700 cancer patients and their families. Those wishing to join with the organisation and participate in the first ever Relay for Life in the MENA region can visit the website: www.focp.ae/relayforlife, which allows them to register their names and provides them with information about the initiative, its aims and conditions of participation.




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Press Mentions



Apr 26, 2017

Relay for Life, 24-hour cancer event to be held in UAE

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Tags: Friends of Cancer Patients			
Article URL: https://www.dotemirates.com/en/details/3341255			

Sharjah to host 24-hour walkathon for cancer

Afkar Abdullah

SHARJAH — Friends of Cancer Patients (FoCP), a not-for-profit organisation dedicated to fighting cancer, on Tuesday announced the launch of the UAE 'Relay for Life' walkathon a 24-hour walking challenge being held for the first time in the MENA region.

The walkathon is scheduled to take place November 17-18, 2017 at American University of Sharjah (AUS), and the inaugural activity aims to support cancer patients and their families in the UAE.

Sawsan Jafar, Chairperson of FoCP's Board of Directors, said: "In the coming period, the association will organise a series of activities, workshops and events to drive participation in the initiative. It will include a number of visits to universities, schools and official and civil institutions around the UAE and will host a number of personalities attending awareness, educational and humanitarian aid workshops in preparation for the march. These awareness events will conclude with the march on November 17-18, 2017.

She added: "This walkathon will mark a new phase of the existing cooperation between our two societies and is in perfect alignment with the UAE's Year of Giving."

Walk of Life

The Relay of Life originated in the USA back in 1985. Organised by a colorectal surgeon Dr. Gordy Klatt, the first ever event raised \$27,000 for his local cancer charity and has



Sawsan Jafar, FoCP



Dr Sawsan Al Madhi, FoCP

The association will organise a series of activities, humanitarian aid workshops and events to drive participation in the initiative."

The walkathon will raise funds in two ways: through registration fee, and through the individual 'relayers' and team fundraising activities."

What is the FoCP walkathon?

- > A 24-hour walking challenge
- > Date: November 17-18, 2017
- > Taking place for the first time in Mena region
- > Takes place in 29 countries
- > In line with the UAE Year of Giving
- > Started in the US in 1985
- > Raised Dh18.3 billion for cancer patients till date

since gone on to become the largest fundraising event for cancer in the world. Currently taking place in 29 countries, Relay for Life has to date raised more than \$5 billion (Dh18.3 billion) in support of cancer patients worldwide."

Dr. Sawsan Al Madhi, director-general of FoCP, pointed out that Relay for Life would raise funds for UAE cancer patients in two ways: through the participation registration fee, and through the individual 'relayers' and team fundraising activities, with all proceeds going to-

wards supporting cancer patients and their families. For more information and to participate, visit www.focp.ae/relayforlife

During her speech, Dr. Moza Al Shehhi, dean of students affairs at AUS, said: "Cancer is not an unsolvable problem anymore, but the increase in numbers of cancer patients, makes it a social and humanitarian case in which all individuals and entities should engage, with the aim of supporting cancer patients and their families."

afkarali@khaleejtimes.com

Friends of Cancer Patients Raises Awareness of Childhood Cancer

'Raheeq Al Ward' ('Nectar Rose') on display at Sharjah Children's Reading Festival



Friends of Cancer Patients Raises Awareness of Childhood Cancer

19-29 April, 2017

Awareness Activation

Fundraising

Expo center, Sharjah

Friends of Cancer Patients (FoCP) is utilising the ninth edition of Sharjah Children's Reading Festival (SCRF 2017) to raise awareness about the issue of childhood cancer. The not-for-profit organisation, which works to support cancer patients and their families, has a stand at the fair which is currently underway at Expo Centre Sharjah.

FoCP's participation at SCRF 2017 aims to educate individuals and families on the efforts of 'ANA' ('I') Childhood Cancer Initiative, a childhood cancer campaign that falls under its 'Kashf' initiative for the early detection of cancer and for promoting awareness of the disease in those under the age of 18 years.

FoCP is showcasing a number of books and publications at its SCRF 2017 stand, most notably author Saleha Ghabesh's book titled Raheeq Al Ward (Nectar Rose), illustrated by Ruth Boroz, published by the Royal Publishing House in collaboration with 'Wanna Read' initiative and funded by the FoCP.

"The book tells the story of Omran, a boy with cancer, and his friend Raheeq Al Ward, which symbolises the chemotherapy doses that Omran regularly undergoes. It is aimed at reducing the fear around this form of treatment, dispelling myths and encouraging young cancer patients and their parents to accept and engage with chemotherapy," said

Saleha Obaid.

Dr. Sawsan Al Madhi, Director General of FoCP, called on families to instil values of selflessness in youngsters and to encourage them to participate in humanitarian initiatives that seek to achieve noble objectives. She underlined that buying a copy from the book contributes towards meeting childhood cancer treatment costs and helps young sufferers realise that they have their community's support in their fight against the disease.

"At FoCP, we are keen to take part at SCRF each year because it gives us an invaluable opportunity to communicate directly with children and their families. It enables us to educate households on our efforts to fight all types of cancer and childhood cancer in particular. It also provides us with an

environment where we can encourage visitors to contribute to covering the treatment costs for childhood cancer patients," said Al Madhi.

Also on display at FoCP's stand is the 'Ana Heroes Bag,' the product of an initiative launched in 2014 by Her Highness Sheikh Jawaher bint Mohammed Al Qasimi, wife of His Highness the Ruler of Sharjah, Founder and Royal Patron of FoCP and International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC. Each bag includes books, crayons, a toy, a tablet, a hat and other gifts, allowing visitors to purchase the bag to childhood cancer patients of the ANA initiative. FoCP's team is also using its stand to distribute childhood cancer awareness pamphlets to

visitors to SCRF, with the leaflets including information about the signs and symptoms of childhood cancer.

FoCP is a non-profit organisation founded in 1999 to promote awareness about the early detectable cancers; breast cancer, cervical cancer, prostate cancer, childhood cancer, skin cancer, testicular cancer and colorectal cancer. The organisation is dedicated to providing moral and financial support to thousands of patients and their families, irrespective of their gender, race and age. FoCP has so far succeeded in providing support to more than 3,700 cancer patients and their families in the UAE.





Swing against cancer

| 13 April, 2017

| Fundraising

| Dubai



Colour My World

| 26 April, 2017

| Beneficiary support

| Radisson Blu,
Dubai Creek



PWC workshop

| 17 April, 2017

| Management

| Supreme Council For
Family Affairs - Sharjah

FOCP General Assembly
& 2nd Board of Directors
Meeting

| 27 April, 2017

| Management

| Supreme Council For
Family Affairs - Sharjah



Perfect Pink Ball

 | 28 April, 2017

 | Fundraising

 | Dubai

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