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Article: **The Beat Goes on to Raise Breast Cancer Awareness**

# The beat goes on to raise breast cancer awareness

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NEWS REPORTER

The BurJuman Centre was alive with the sound of drumming on Wednesday night as people of all ages and nationalities gathered to raise awareness of breast cancer.

Dubai Drums, a group of enthusiastic amateur drummers, gathered as part of the BurJuman Breast Cancer Awareness Programme, Safe & Sound.

"Drumming has a healing effect that is engaging, teaches teamwork and allows people to de-stress by using their left and right side of the brain," said Julie-Ann Odell, the founder and managing director of Dubai Drums.

"It is scientifically proven to boost the immune system by raising endorphins."

Children as young as four

years old sat in a circle as Odell shouted instructions to everyone. The result was an exhilarating sound that drew people from all over the shopping centre.

Those standing around the circle of drummers listened intently and commented on

the energy and excitement they felt.

"It is exciting to hear the drumming, you want to drum along. It is like bringing Africa to Dubai and it is amazing to feel the music," said Jacky Tau, 35, from South Africa.

Nisha Manglani, a 25-year-

old from India who was drumming for the first time, said: "It was a lovely experience, the whole atmosphere and the way the drumming is taught, you actually feel yourself getting better at it and the sound is synchronised."

Organisers from the BurJuman Centre said they wanted to approach the issue of breast cancer in a very different and unique way.

"Breast cancer is a serious issue and we wanted to present it to the public in a non-clinical manner," said Sabina Khandwani, the head of PR and marketing at BurJuman.

"We wanted to get the message across to women and to the community. While they are shopping in a comfortable environment we can increase awareness about the importance of getting regular examinations."

## PINK WALKATHON

Thousands of people are set to gather at BurJuman this morning to take part in the Pink Walkathon. The event is part of the shopping centre's initiative to raise breast cancer awareness in the UAE.

The walk is to remember those who have lost their battle against breast cancer and to celebrate those who have survived the disease. All funds will go to the Breast Cancer Foundation of The Emirates.

"We are hoping for a large turnout and the maximum support, because this is an emotional cause that targets diverse communities," said Sabina Khandwani, the head of PR and marketing at BurJuman.

"Everyone who walks is not walking for themselves, but for families and to save someone's life."

### DETAILS:

Location: Start and finish at BurJuman Centre. Walk begins at 8am  
Distance: 3.6 kilometres



■ Dubai Drums founder Julie-Ann Odell leads the performance, which attracted the attention of shoppers throughout BurJuman