

More than 4,000 walk to raise awareness of breast cancer

BY A STAFF REPORTER

MORE than 4,000 people participated in the 3rd BurJuman's Pink Walkathon on Friday.

The charity walk is one of the major events in BurJuman's Safe and Sound campaign, now a year-long initiative aimed at raising funds and awareness for the fight against breast cancer.

Men, women and children of all ages and fitness levels wearing Safe and Sound T-shirts and caps, joined senior BurJuman officials and breast cancer survivors in the 3.6-kilometre walk, which began at 8.00 am at BurJuman.

This year's Walkathon was supported by Damas, Taktical, Saks 5th Avenue and Samsung.

"The people of Dubai came out in full force today to support Safe and Sound, a true testament to the generous spirit of this city," said Sabina Khandwani, head of PR and marketing, BurJuman. "The enthusiasm was heartening to see and bodes well for the future as we embark on our journey to make Safe and Sound a year-long public education initiative centered on early breast cancer detection, diagnosis and treatment."

This year's Pink Walkathon included a performance by the famed Dubai Drums, who encouraged the participants and added to the general merriment during the walk.

Once the walk was completed, participants enjoyed a fabulous Jazz Breakfast at BurJuman, with entertainment provided by jazz musicians.

Select food outlets from the mall had set up breakfast stands in the South Village from where visitors and participants bought delicious breakfast and settled down to enjoy the entertainment which

also included clowns and face painters to paint in pink.

Proceeds from this year's walk will be going to the Breast Cancer Foundation of the Emirates to fund awareness and edu-

cation programmes, community outreach initiatives, breast screening and treatment services, support services for patients, the Breast Cancer Registry Project, and the Foundation's research project.



Hundreds participate in a walk to create breast cancer awareness in Dubai on Friday.

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