

Publication: *Khaleej Times*

Country: UAE

Date: 28 October 2006

Page: 4

Circulation: 68,398

Article: **4,000 Walk for Breast Cancer Awareness**

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WALKATHON IS PART OF SAFE AND SOUND CAMPAIGN

By a staff reporter

DUBAI — Around 4,000 people from various ethnic diversities and breast cancer support groups yesterday walked to raise awareness for fight against breast cancer at Burjuman's Pink walkathon in Dubai.

The Third Burjuman 'Pink Walkathon' 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 to fight 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 3.6km walk, which began at 8am.

"The people of Dubai came out in full force 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 centred on early breast cancer detection, diagnosis and treatment."

Among the several survivors of breast cancer was an Indian lady with her two children who walked the entire 3.6km route. Rachael, another breast cancer survivor currently seven months pregnant walked the pink walkathon. Another participant who has just come out of it said, "only last year during the pink walkathon I was suffering from breast cancer and could not participate. But with God's grace and the breast cancer support groups I have fought my battle successfully and today I am lucky to be here participating in the walk and raising awareness about breast cancer."

This year's Pink Walkathon also included a performance by the famed Dubai Drums, who provided encouragement to the participants and added to the general merriment during the walk. Clowns, jugglers and balloon men and other entertainers accompanied the participants all through the walkathon.

Once the walk was completed, participants enjoyed a Jazz Breakfast at Burjuman, with entertainment provided by jazz musicians. Select food outlets from the mall had set up



Participants of the Pink Walkathon at the starting line

breakfast stands in the South Village from where visitors and participants had delicious breakfast and settled down to enjoy the entertainment which also included clowns and face painters happy to paint you up in Pink. Later that evening, the Emirates Youth Symphony Orchestra performed a special show in the Mall Observatory at 7.30pm.

Proceeds from this year's walk which is yet to be determined, according to organisers, will go to the Breast

Cancer Foundation of the Emirates to fund awareness and education programmes, community outreach initiatives, breast screening and treatment services, support services for patients, the Breast Cancer Registry Project, and the Foundation's research project.

This year's Walkathon was supported by among others Damas, Taktical, Saks 5th Avenue and Samsung in addition to Ministry of Social Affairs, Tecom, GEMS, ENOC, Hertz Rent a car and Kodak.