

## Press Release

### **6<sup>th</sup> Annual Lebanon Breast Cancer Awareness Campaign Brings Back Mammography Discounts and Stresses Early Detection**

*Discounts on mammography at almost all clinics and hospitals from October 18 to November 18, with additional focus on breast cancer types*

**Beirut, 18 October 2007:** Discounts on mammography exams- essential to detecting breast cancer early while treatment is still possible- are being offered across Lebanon from October 18 to November 18, as part of the sixth annual breast cancer awareness campaign launched in collaboration between the Ministry of Public Health and pharmaceutical company Hoffmann-La Roche.

Mammograms will be offered throughout the period at 30,000 Lebanese Pounds at participating government hospitals, and at 40,000 Lebanese Pounds at private hospitals and medical centers. That is between 60 and 70 percent off the regular price. Information on participating centers can be found on [www.roche-arabia.com/bcac](http://www.roche-arabia.com/bcac), or by calling a dedicated hotline on 03-871178 weekdays from 9 a.m to 5 p.m.

“We are happy to be collaborating once again with Roche this year, after years of jointly spreading awareness of the importance of early breast cancer detection and the highly successful Hepatitis B and C awareness campaign we conducted this summer,” said Dr. Mohammad Jawad Khalifeh, Lebanese Minister of Public Health. “These types of partnerships between the private and public sector reap benefits on all involved, especially the general public, which is why we highly encourage them at the ministry.”

“In addition to the discounted mammography tests, which have been graciously organized by the Ministry of Health in collaboration with hospitals and medical centers nationwide, the campaign will again further emphasize the core message of Early Detection Saves Lives while also advising the general public on the latest developments in breast cancer findings and different treatment options for the different types of the disease,” explained Abed Al Rahman Sabra, Roche Lebanon Manager. “We would like to thank all those who are helping us spread the early detection message, especially the media without the efforts of which we would not get very far,” he added.

This year's activities are once again taking place in association with medical societies, as well as cancer patient support group Faire Face and the philanthropic May Jallad Foundation for Cancer.

These activities will also include **TV and radio spots**, which will be aired free of charge thanks to the support of Lebanese stations, as well as ads placed in the local printed press. Endorsement from the Ministry of Telecommunications through Alfa and MTC Touch is allowing the Campaign to send **SMS** text message to all subscribers reminding them about the 'Early Detection Saves Lives'.

Breast cancer is the leading cancer among women in Lebanon, constituting 42 percent of all cases, according to the 2003 National Cancer Registry. There are different types of the disease, each of which requiring its own treatment course determined by oncologists.

**For more information, or to schedule interviews with campaign spokespeople, please contact:**

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