Faisalabad, October,2019

According to a research Breast Cancer is by far the most common cancer in women worldwide, both in the developed and developing countries. In low- and middle-income countries the incidence has been rising steadily in the last years due to increase in life expectancy, increased urbanization and adoption of western lifestyles.

Unfortunately Pakistan alone has the highest rate of Breast cancer than any other Asian country and to spread its awareness, an annual campaign is organized in all parts of the country in the month of October which is why it is called PINKTOBER to educate women for its early identification, signs and symptoms associated.

Faisalabad Serena Hotel organized various activities to spread consciousness in all the associates. An exclusive awareness session was conducted by Dr. Sumera Ehsan Dar explaining the intricacies of the disease and prevention with her thought-provoking presentation & practical session for the female associates, every associate adorned

Pink Ribbons to commemorate the cause and front façade of the building was lit up in

Pink.

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