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### **PFBCI and Wacoal launch the 2<sup>nd</sup> year of 'Keep Abreast'**

LAST year, the Philippine Foundation for Breast Care Inc. (PFBCI) and Wacoal Corp, officially launched their advocacy against breast cancer through the 'Keep Abreast' Campaign. The series of seminars provided vital information on breast cancer, stressing that early detection is the most prudent move for successful treatment of the disease. Participants also acquired relevant anecdotes from breast cancer patients and survivors.

To mark breast cancer awareness month this October and fulfill the partnership's advocacy, PFBCI and Wacoal launched the 2<sup>nd</sup> year of the 'Keep Abreast' campaign. "Keep Abreast" will run into three Saturdays of October: October 7 (9 a.m.) and 14 (2 p.m.) at the Asian Institute of Management in Makati; and October 21 (9 a.m.) at the Philippine Stocks Exchange in Ortigas. Admission is free and open to the public.

While this is the second year for PFBCI and Wacoal to hold a series of breast cancer awareness seminars, they are now bringing this advocacy to a higher level by providing breast check for interested participants. The goal is to have the participants leave the seminar armed with the right knowledge on breast cancer and how to detect it early so that the battle against it is already half won.

As Wacoal has always been sensitive to the needs of women, it continues its partnership with PFBCI in providing the public of substantial knowledge and insights about breast cancer. Together with PFBCI, Wacoal is committed to the cause. It has realized that being beautiful is going beyond physical aspects as wellness is an essential aspect of beauty. Thus, it believes that Breast Cancer Awareness Campaign is a significant move to help women in their quest for good life and beauty.

For reservations and inquiries, call Wacoal Customer Service Hotline 884-1517, or email [philwacoal@wacoal.ph](mailto:philwacoal@wacoal.ph). Interested individuals are advised to make reservations; seats are limited.