

# Breast cancer awareness meet

Many may think breast cancer may occur to married wives and women of older age. Many may share the notion that only women are vulnerable to the disease. These are all misconception; however, women and men of any age or from any social status may be afflicted with the disease. There has been a continuous growth of people diagnosed with breast cancer. Also, thousands of recorded deaths among Filipino women were caused by breast cancer.

Believing that awareness and early detection are among the prudent ways to minimize the growing rate of breast cancer occurrence, the Philippine Foundation for Breast Cancer Care, Inc. (PFBCI) and the Philippine Wacoal Corp. have been pursuing their advocacy of keeping the public abreast of the pertinent issues and information about breast cancer.

Last year, PFBCI and Wacoal Corp. officially launched their advocacy against breast cancer through the “keep abreast” campaign.

As a mean of commemorating the breast cancer awareness month this October and fulfilling their advocacy PFBCI and Wacoal launched its second year of the “Keep Abreast” which runs this Oct. 14, 2p.m. at Asian Institute of Management in Makati City and on Oct. 21 (9a.m.) at the Philippine Stocks Exchange in Ortigas. Admission is free and open to the public.

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.

