

NO ONE IS IMMUNE TO BREAST CANCER

Who said you're immune to breast cancer?

Most people think that only married and older women can have breast cancer. And that only women are vulnerable to the disease. Not true. Women and men of any age or from any social class may be afflicted with the disease.

There has been a continuous rise in the incidence of breast cancer. Fact is, thousands of recorded deaths among Filipino women were caused of breast cancer.

Believing that awareness and early detection are among the prudent ways to minimize the growing rate of breast cancer occurrences the Philippine Foundation for Breast Cancer Care, Inc. (PFBCI), in partnership with the Philippine Wacoal Corp. has been passionately pursuing its advocacy of keeping a 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. A series of seminars provided with information on breast cancer

highlighted the idea that early detection is vital to the successful treatment of the disease. Participants also acquired relevant inputs from breast cancer patients and survivors.

To commemorate breast cancer awareness month this October, and fulfill partnership's advocacy, PFBCI and Wacoal launched its second year of the "Keep Abreast" campaign. "Keep Abreast" is running on Oct 14, 2p.m. at the Asian Institute of Management in Makati; and on October 21, 9.a.m. at the Philippine Stocks Exchange in Ortigas. Admission is free and open to the public.

PFBCI are also providing a free breast check for interested participants.

For reservation and inquiries, call Wacoal Customer Service Hotline

884-1517 or email
philwacoal@wacoal.ph.

Interested individuals are
requested to make
reservations as seats are
limited.