

# MCIS ZURICH's commitment towards the awareness for Breast Cancer

**B**reast cancer has been seen as the No. 1 cancer causes in Women for the past 4 years, as per National Registry Statistics. There are many organizations that have started their own campaigns towards greater awareness of breast cancer & what can be done by each Person to increase the awareness & steps to take in fighting breast cancer.

One of the prominent world wide campaigns is The Pink Walk, which started in 1981 in US, & in Malaysia, The Pink Walk 2006 was held on Sept 10th 2006, at Pantai Medical Centre Bangsar & approximately 1000 walkers turned out for the event. The event was organized by Pantai Medical & Asia Assistance Network. MCIS ZURICH contributed to the Event by sponsoring 1000 Caps for the walkers to use for their walk that started from Pantai medical, right into the heart of Bangsar Baru & back to Pantai Medical.

The Walk commenced at 7.30am & the activities thereafter consisted of Lucky draws, Performances by Ferhad & guest appearance of Amber Chia & a display of Vintage Vehicles.

This Pink walk is into its 2nd year & this is held in conjunction with the Awareness



of Breast Cancer Campaign & its spearheaded by the Pantai Medical's Dr. Devanand, a Breast Cancer Surgeon.

MCIS ZURICH in view of this growing awareness on breast cancer, has embarked on its own as well to create the awareness of Breast Cancer by holding talks for its Staff on the causes of breast cancer & the preventive measures to take in combating breast cancer.

Another milestone event is the launch of MCIS ZURICH's first ever comprehensive Female Product which does provide, among others, protection for Breast Cancer. The Launch is scheduled late September 2006. For more info on the Product, please do call 03-7652 3603 for more details.

