

# Firm has women's interests at heart

## 500 mammograms sponsored

**A**VON Cosmetics (M) Sdn Bhd has once again come forward to do its part in improving the lives of women and their families.

This time, Avon is sponsoring 500 mammograms to seven non-governmental organisations (NGOs), namely PRIDE Foundation, the Breast Cancer Welfare Association, Jabatan Perdana Menteri Hal Ehwal Pembangunan Wanita & Sosial, Perak Ladies Club, National Association of Women Entrepreneurs of Malaysia (NAWEM), Persatuan Wanita Bumiputera di Dalam Perniagaan dan Profesyen Malaysia and Tuanku Fauziah Ladies Club.

Arrangements will be made for

members from these NGOs to visit Primanora Medical Centre in Taman Tun Dr Ismail soon.

"As part of our Kiss Goodbye to Breast Cancer (KGBC) programme, we hope these 500 mammograms will be helpful to those who are in need," said president for Avon Malaysia, Thailand, Vietnam and Indonesia, Mansoor Wan Abdullah.

"As part of Avon's effort in fighting breast cancer, we always emphasise that breast cancer is not a death sentence and that early detection is very important."

Over the last decade, Avon Malaysia has donated more



**For women:** Avon Malaysia Public Relations manager Elaine Aisyah (left) presenting a mock cheque for 500 mammograms to Datuk Dr Nor Ashkin of Primanora.

than RM2mil towards KGBC's efforts.

Avon Foundation Globally has raised and awarded US\$525mil till the end of 2007 for breast cancer and for the empowerment of women worldwide.

This social responsibility programme by Avon Malaysia began in 1994 when Avon Malaysia launched the Early Breast Cancer Detection campaign or also known as KEBAI, with the objective of creating better awareness on

breast cancer, educate women on the importance of early detection and to provide support services to breast cancer patients.

The programme's name was later changed to Kiss Goodbye to Breast Cancer in August 2002.