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**Pink October Breast Cancer Awareness Activities**

Pink October activities commenced last month with the Ain Shams Faculty of Medicine, the Breast-Gynecological International Cancer Society (BGICS), National Women's Health Center, and Novartis joining forces to highlight the importance of early breast cancer diagnosis, which represents 15.4% of the 166.6 in 100,000 cancer cases recorded in Egypt annually, or the equivalent of one new case every hour. The Ain Shams Faculty of Medicine building was lit up in pink to mark the occasion and actress Youssra was on hand to share her own familial history with the disease and stress the importance of early diagnosis within that context. Other events included the launch of a mobile mammography unit which will offer women over the age of 40 free scans, a number of awareness and several companies and private centers donating human hair wigs for women who have lost their hair temporarily due to treatment. "Awareness messages will be sent from Egypt to all corners of the world using social media, to communicate Egypt's ongoing efforts to eradicate cancer, with a special focus on breast cancer," said Dr. Hesham El Ghazaly, Professor of Oncology at Ain Shams University, Head of BGICS and a member of the Supreme committee for Oncology in Egypt.