

## PRESS CLIPPING SHEET

<b>PUBLICATION:</b>	Business Today
<b>DATE:</b>	November, 2017
<b>COUNTRY:</b>	Egypt
<b>CIRCULATION:</b>	10,000
<b>TITLE :</b>	"The Power of CML" and Shabab Forsan Celebrate World Chronic Myeloid Leukemia Day
<b>PAGE:</b>	86
<b>ARTICLE TYPE:</b>	Agency Generated News
<b>REPORTER:</b>	Staff Report
<b>AVE:</b>	3,600



### **"The Power of CML" and Shabab Forsan celebrate World Chronic Myeloid Leukemia Day**

Cairo University Professor of Hematology Mervat Matar spoke at a conference in September to commemorate World Chronic Myeloid Leukemia Day—the date of which, September 22, was chosen to highlight that CML is a result of the formation of the Philadelphia chromosome which is caused by abnormalities in chromosomes 9 and 22. The conference aimed to raise awareness of the dangers posed by this disease where Dr. Matar emphasized that new treatments had transformed CML from a dangerous to a chronic but treatable disease. The "Power of CML" initiative, which formed a part of the celebration, appealed to the media to avoid the recurring stereotypes of cancer patients and work toward the establishment of a media and technical code of ethics on how to deal with leukemia patients.