

PRESS CLIPPING SHEET

PUBLICATION:	Daily News
DATE:	27-September-2018
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE :	Novartis Egypt launches second training event for journalists.
PAGE:	O6
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	13,950

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Novartis Egypt launches second training event for journalists



In light of Novartis oncology's successful first training event, 'Oncology on Air', held in July 2018, with the aim of keeping media professionals updated on scientific advancements and treatment solutions available for tumours in general, the company announced the launch of a second training event for media professionals on metastasising breast cancer.

This form of breast cancer, known as 'stage IV', or 'advanced,' is known to metastasise the malignant tumour to other parts of the body, even after it is located and removed.

According to Novartis, the campaign is part of the company's ongoing efforts to support the media in raising community awareness. The campaign utilises advanced mediums, such as

digital media, in cooperation with media experts and specialists from the American University in Cairo, which stems from Novartis's belief that the media is a strategic partner, and a key pillar of the community.

Professor Emad Hamada, Head of Oncology at Kasr Al Aini hospital spoke during the event, saying "we are particularly interested in shedding light on metastasising breast cancer patients, raising awareness on the challenges they face, and the treatments available to them. Patients with this particular type of breast cancer are not getting the attention they deserve, from a community awareness standpoint, or enough support from society, and the medical sector."