

## PRESS CLIPPING SHEET

<b>PUBLICATION:</b>	Daily News
<b>DATE:</b>	18-October-2016
<b>COUNTRY:</b>	Egypt
<b>CIRCULATION:</b>	60,000
<b>TITLE :</b>	Launch of CML awareness campaign
<b>PAGE:</b>	06
<b>ARTICLE TYPE:</b>	Agency-Generated News
<b>REPORTER:</b>	Staff Report
<b>AVE:</b>	8,500

### Launch of CML awareness campaign

Alexandria University's faculty of medicine, in collaboration with the Egyptian Association for Supporting Cancer Patients and Novartis Pharmaceuticals International, celebrated the World Chronic Myeloid Leukaemia (CML) Day.

In conjunction with the celebration, an awareness campaign named "Follow Up, Rest Assured" was launched in collaboration with Novartis to support CML patients through providing PCR analysis free of charge.

The campaign continues to drive its efforts in Alexandria,

Nasser Institute, Mansoura, and Upper Egypt to cover a greater number of CML patients.

The conference, which was attended by a large group of haematology experts and professors, reviewed how CML is contracted, the diagnosis, and the challenges for patients, in addition to the latest therapeutic developments that spread hope to all who suffer from this insidious disease.

CML affects 15% of adult leukaemia patients, most often men. Its infection rates reach 1.5% for every 100,000 people

a year, with 40-year-olds most affected on average.

Ashraf El Ghandour, professor of haematology and vice dean of the Alexandria University's faculty of medicine, said that CML's treatment over the past 50 years witnessed a medical boom that helped turn it from only a disease curable with bone marrow transplant to a disease that could be cured using targeted therapies.

El Ghandour added that this is a medical breakthrough in tumour treatment in general, and particularly leukaemia.