

PRESS CLIPPING SHEET

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Kasr Al-Aini Oncology Centre, Egyptian Olympics Committee, Novartis join forces to mark World Cancer Day



Two days of events organised by the Kasr Al-Aini Centre of Radiation Oncology and Nuclear Medicine (NEMROCK), the Egyptian Olympics Committee, and Novartis Oncology, one of the world's leading healthcare companies, in collaboration with the Harley Davidson Motor Company and patient groups Breast Cancer Foundation of Egypt (BCFE) and Power of CML, marked World Cancer Day on 2 and 4 February. This year's World Cancer Day activities, themed "We Can, I Can", aimed to reinforce disease awareness, highlight significant treatment advances, and underline the importance of early detection as well as ongoing support for patients and survivors.

In a first-of-its-kind initiative, this year's activities featured a motorcycle ride organised by Harley Davidson, with riders travelling from Kasr Al-Aini Hospital to a number of sporting clubs, including Heliopolis, Al Ahly, Maadi, El Gezira, and the Egyptian Shooting Clubs, to put up posters and raise flags focused on raising cancer awareness.

"Significant advances have been achieved in the treatment of many types of cancers, and Egypt is keep-

ing pace with this progress, offering patients access to therapy options that can improve their treatment outcomes as well as their quality of life," oncology professor and head of NEMROCK Emad Hamada said, adding, "Advanced treatment regimens including targeted therapy for breast cancer, at both early and advanced stages, have extended patients' life expectancy."

"Increased awareness of cancer is vital. It is crucial that everyone with a familial or medical history themselves of the disease undergo regular screenings," Dr. Hamada said, adding, "survival rates for cancer patients have improved between 50% and 70%, especially since the introduction of targeted therapies, notably anti-HER2 gene agents. Advances in hormonal treatments, as well as greater understanding of the reasons behind a lack of or a less-than-satisfactory response to treatment, have greatly contributed to improved outcomes. In addition, using an integrated treatment approach involving doctors of various specialisations in treatment decisions helps achieve optimal outcomes."