

PRESS CLIPPING SHEET

PUBLICATION:	Egyptian Gazette
DATE:	12-February-2018
COUNTRY:	Egypt
CIRCULATION:	120,000
TITLE :	Day to reinforce cancer awareness
PAGE:	Back Page
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	20,979

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DR MOHSEN Mokhtar (1st R), Dr Emad Hamada (3rd R) and Dr Sherif Amin (1st L) attending a press conference held recently on the fringe of World Cancer Day activities.

Day to reinforce cancer awareness

UNDER the slogan "We can .. I can", World Cancer Day activities were launched in Cairo recently to reinforce disease awareness, highlight significant treatment advances and underline the importance of early detection as well as ongoing support for patients and survivors.

The event was organised by the Kasr El-Aini Centre for Radiation Oncology and Nuclear Medicine, the Egyptian Olympics Committee and Novartis pharmaceutical company, in collaboration with the Harley – Davidson Motor Company and patient groups, the Breast Cancer Foundation of Egypt (BCFE) and Power of Chronic Myeloid Leukemia (CML).

This year's activities featured a motorcycle ride organised by Harley Davidson, with riders travelling from Qasr El-Aini Hospital to a number of sport 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 cancer and Egypt is keeping pace with this progress, offering patients access to therapy options that can improve their treatment outcomes as well as their quality of life," according to Dr Emad Hamada, Professor of Oncology.

"Advanced treatments including targeted

therapy for breast cancer, at both early and advanced stages, have extended patients' life expectancy. New treatments have also revolutionised the prognosis for chronic myeloid leukemia (CML) patients as the disease has been transformed from a fatal to a chronic one.

Dr Hamada stressed the importance of increasing awareness of cancer. It is crucial that everyone with a familial or medical history themselves of the disease undergo regular screenings. He added that "Survival rates for cancer patients have improved between 50 per cent and 70 per cent, especially since the introduction of targeted therapies.

Dr Mohsen Mokhtar, Professor of Oncology and Manager of the centre, said that almost 50 years ago and until today, the Kasr El-Aini Oncology Centre was Egypt's number one bastion in the fight against cancer.

Dr Sherif Amin General Manager of Novartis Oncology, Egypt, said that the company was committed to the discovery and development of innovative medicines that transform the way people live with cancer. "We offer one of the largest portfolios of medicines in oncology and with new molecules in development targeting key molecular pathways in cancer biology.