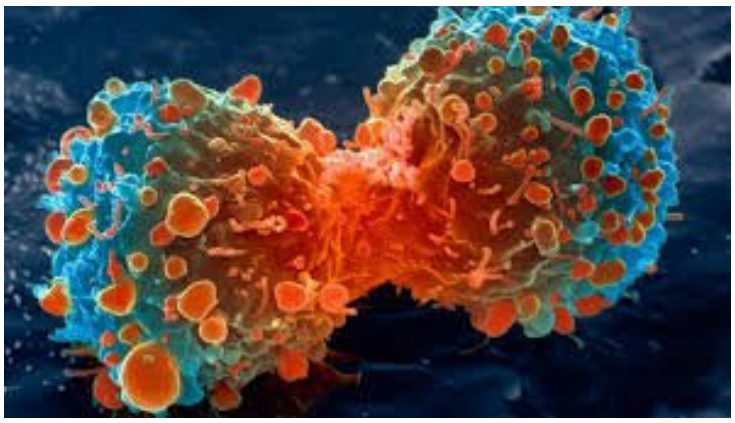
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Hinduja to spread cancer awarenes through â??The Cancer is Curable Rideâ??

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100 bikers rode with very special pillion riders- cancer survivors, to spread hope and a positive message that there is life after cancer



Given the increasing incidences of cancer, on the occasion of World Cancer Day which is celebrated on 4th February globally, P.D. Hinduja Hospital & MRC in association with Ride4Cause organized a unique initiative to spread awareness on cancer through 'The Cancer is Curable Ride'. Following this year's theme set by the Union of International Cancer Control (UICC) called #IAmAndIWill, approx. 100 bikers rode with very special pillion riders- cancer survivors, to spread hope and a positive message that there is life after cancer. The ride was flagged off at P.D. Hinduja Hospital and continued to Jehangir Art Gallery. Concluding with a special musical performance by Padma Shri Sivamani, the event brought together people from different walks of life to celebrate the spirit of survival.

Mr. Joy Chakraborty, COO, P.D. Hinduja Hospital & MRC said "This World Cancer Day, we want to send out strong message that cancer is curable by making the survivors themselves take a step by going on a unique bike ride across Mumbai. With the alarming incidence of cancer in India, it is imperative to spread awareness about the disease. Through this initiative, we want to convey that cancer is not the end of your life and you can fight it, survive it and come out as a winner."

According to Dr. Asha Kapadia, Head, Department of Medicine and Oncology at P. D. Hinduja Hospital & MRC "While the numbers of cancer cases have increased, we are also seeing more awareness and social acceptance of cancer, it is no longer seen as a social stigma. Initiatives like these are important to spread a positive message that there is life after cancer and it can be cured through early detection and treatment."

Cancer is slowly becoming an epidemic and early diagnosis is the best way to aid prevention. One should pay attention to symptoms and get check-ups done regularly. Women, especially over the age of 40, should go for regular screenings for early detection. Avoiding tobacco and alcohol is one of the most important health decisions one can make as a part of cancer prevention. Making changes such as eating a healthy diet and getting regular exercise is also an important step towards cancer prevention.