



Pakistan has the highest number of breast cancer cases among all Asian countries and as per the statistics one in every ninth women in the country is at risk of developing breast cancer sometime in their lives. Around 83,000 cases of breast cancer were reported annually in Pakistan, taking the lives of 40,000 women annually.

Besides the disease itself, lack of awareness, insufficient treatment facilities and above all, the predominating poverty in our country are some of the factors which are increasing the breast cancer mortality rate in Pakistan.

But early detection of breast cancer increases 90% chances of survival.

Pink Ribbon – the only organization devotedly working on the issue of Breast Cancer with nationwide outreach since 2004 – has named October as “**PINKtober**” to raise awareness on this lethal disease.



To bridge the major gaps, Pink Ribbon took the initiative of setting up Pakistan's First Dedicated Breast Cancer Hospital in Lahore. Once fully operational, the hospital will treat 40,000 deserving patients free of cost each year.

In order to complete the hospital's construction and spread awareness about the disease to every nook and cranny of Pakistan, Pink Ribbon urges philanthropists and citizens to donate generously for the cause.