

# Pink is the colour of purpose

KL Tower illuminated in pink lights in conjunction with breast cancer awareness month



**Impressive moves:** Cheerleaders also took the opportunity to perform during the walk.

**B**REAST Cancer awareness month kicked off to a grand start with the illumination of Menara Kuala Lumpur.

In partnership with Menara Kuala Lumpur Sdn Bhd, Estee Lauder Companies would be illuminating Menara Kuala Lumpur in bright pink lights for four weeks until Oct 31.

Standing at 421m, Menara Kuala Lumpur is the fifth tallest telecommunication tower in the world.

This unique illumination initiative was the first of its kind in Malaysia and was part of Estee Lauder Companies'

Global Landmarks Illumination Initiative.

The brainchild of Evelyn Lauder, its mission was to focus attention and spread awareness about breast cancer and the message that early detection saves lives.

This is the 10th year for the company to celebrate the illumination and the company has illuminated hundreds of famous buildings, monuments and landmarks in glowing pink lights in over 10 countries.

Because breast cancer was being detected earlier, treatment was starting sooner and the rate of survival is steadily increasing.



**Beacon of light:** Menara Kuala Lumpur illuminated in pink.