

## Big boost for cancer campaign

**KUALA LUMPUR:** National Cancer Council (Makna), National Cancer Society of Malaysia (NCSM) and Breast Cancer Welfare Association (BCWA) has received RM75,366 from Colgate-Palmolive.

The money was raised through the Softlan Breast Cancer Charity Campaign, during the World Breast Cancer Awareness Month in October.

From Oct 1 to 31, 10 sen was set aside with the sale of every bottle of Softlan bottle with a pink ribbon neck tag.

The proceeds were tabulat-

ed by an independent audit agency and handed over to Makna, NCSM and BCWA by Colgate-Palmolive.

"Colgate-Palmolive marketing recognises breast cancer as a major health risk for women in Malaysia and early detection is vital in reducing fatalities," said Colgate-Palmolive Marketing Sdn Bhd managing director Issam Bachaalani.

"That is why we contributed 10 sen from the sale of each Softlan bottle with a pink ribbon tag to Makna, NCSM and BCWA, to support initiatives on early detection of breast

cancer."

Makna international division manager Mattheus Trevizoli Barrachi, NCSM managing director Rubi-Ain Dahlan and BCWA executive director Jothy T. Govindan were present at the lunch to receive the contribution.

"With initiatives by organisations like Colgate-Palmolive, the public are given an opportunity to do their bit to reach out to the community.

"More organisations should organise such initiatives to give the public an opportunity to contribute to worthy causes," said Jothy.



(From left) Makna international division manager Mattheus Trevizoli Barrachi, NCSM managing director Rubi-Ain Dahlan, Breast Cancer Welfare Association honorary secretary Chin Keat Yue, Colgate-Palmolive marketing director Chris Pikounis and managing director Issam Bachaalani showing the cheque.