

**Celebrating Mother's Day  
Lebanese Breast Cancer Foundation (LBCF) and Naef K. Basile Cancer Institute (NKBCI-  
AUBMC) organize their annual awareness and fundraising brunch**

**Beirut, 17 March 2018:** Marking Mother's Day, Lebanese Breast Cancer Foundation (LBCF) in collaboration with Breast Cancer of Excellence at Naef K. Basile Cancer Institute (NKBCI) at the American University of Beirut Medical Center (AUBMC) organized a fundraising brunch to celebrate and honor the most influential women in life, Moms. Held at Four Seasons Hotel, the annual brunch aimed at collecting donations to support patients with breast cancer financially and psychologically and to bring a widespread attention to breast cancer issue throughout the year. It also aimed at reminding women to focus more on their health through proactive initiatives.

Representing Lebanese Prime Minister Saad El Din Al Hariri was HE Deputy Basem El Shab. In attendance were also Vice President of Al-Waleed Bin Talal Humanitarian Foundation, HE Former Minister Leila El Solh, Lebanese Breast Cancer Foundation Ambassador and Former Miss Lebanon and Actress Nadine Nassib Njeim, Associate Dean of American University of Beirut, Professor Samia Houry, President of Lebanese Breast Cancer Foundation, Professor Nagi El Saghir, Director of NKBCI at AUBMC, Professor Ali Taher, representatives from LBCF, NKBCI and AUBMC, along with women from our community, doctors, and donors.

After the presentation given by Mr. Mohamed Kaiss and the brief description of LBCF given by the Master of Ceremony, the journalist, Roula Mouawad, Professor Nagi El Saghir, MD FACP FASCO, President of Lebanese Breast Cancer Foundation, Director of Breast Center of Excellence, and Head of Hematology-Oncology at AUBMC said, "We have made tremendous strides in spreading awareness about breast cancer in the past years, and much remains to be done to advance prevention, early detection, and effective treatment. Mothers are the backbone of the family thus a mother's health is crucially important in nurturing and raising a better society. So we have gathered here on this occasion which has become known as "The Anniversary of Mothers' Health" to emphasize that women should put their fears aside as recovery can reach over 90% when the disease is detected at early stages."

This initiative is in line with LBCF and AUBMC objectives to help raise public awareness on breast cancer and modern treatment, as well as advocating appropriate policies and programs to control the disease.

"Every woman and especially if she is a mom has all the right to get access screening programs, and to the most advanced testing and care regardless of her financial status," said Nadine Nassib Njeim, LBCF Ambassador. "Such initiatives are extremely important to continue raising awareness and above all support patients with breast cancer in their fight against cancer in every aspect," added Njeim.

LBCF and Breast Center of Excellence at AUBMC work together to assist patients financially and psychologically during their treatment journey including chemotherapy, radiotherapy, laboratory studies, radiology tests, mastectomy surgery procedures, hospitalization and echocardiography tests.

From his side, Professor Ali Taher, MD, PhD, FRCP, Director of NKBCI at AUBMC, said: “NKBCI is the only comprehensive institute in Lebanon for cancer prevention and treatment offering excellence in patient care, research, education and enhancing effectiveness. Huge thanks to LBCF and other patient support groups, we can provide comprehensive patient support to those who need it most”.

At the heart of its awareness and education program, LBCF advises women to be aware of any changes that may occur in their breasts. They are advised to regularly practice Breast Self-Exam (BSE), have a Clinical Breast Examination (CBE) once a year by their doctor, and do an annual mammography after the age of 40.

Today’s event is a great opportunity to unite as a community to honor those mothers who were touched by the disease, spread awareness, raise funds to save lives from breast cancer and explore steps we can take to reduce the risk of getting breast cancer,” commented Mrs. Layla El Solh.

Expressing her gratitude and appreciation for the efforts exerted by the LBCF, Professor Samia J. Khoury, Associate Dean and Professor Director at AUBMC said: “AUBMC will be expanding the diagnostic and therapeutic facilities and developing research programs for prevention and control of cancer in general, and including breast cancer, to establish Centers of Excellence, in line with the AUBMC 2020 Vision.”

LBCF already managed with more than a total amount of \$580,000 to help hundreds of patients. 52% of these patients were young mothers below the age of 50 with low income less than LBP 750,000 per month.

In conclusion, there were Tumbula draws followed by the distribution of prizes. Dr. Naji Al-Saghir was thanked for the great effort exerted in his capacity as Vice President of the Association together with Mrs. Mirna Al-Sabah, all volunteers, and donors.

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### **About AUBMC**

Since 1902, AUBMC has been providing the highest standards of care to patients across Lebanon and the region. It is also the teaching hospital for the Faculty of Medicine at AUB (established in 1867), which has trained generations of medical students and physicians, and whose graduates can be found at leading institutions around the world. AUBMC is the only medical institution in the Middle East to have earned the five international accreditations of

JCI, Magnet, CAP, ACGME-I and JACIE attesting to its superior standards in patient-centered care, nursing, pathology/laboratory services and graduate medical education.

The Faculty of Medicine has graduated over 4,000 medical students and physicians; the Rafic Hariri School of Nursing provides excellent education for the nursing staff, and the Medical Center meets the healthcare needs of over 360,000 patient visits annually.

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