

GULABI EXPRESS

VIDEO MAKING COMPETITION BREAST CANCER JOURNEY

INDIAN
CANCER
SOCIETY

RISE AGAINST CANCER

Facts – Breast cancer is on the rise in India and sadly women report symptoms late making treatment long and costly with increased suffering.

Health rests in your hands. You should be aware of signs and symptoms of breast cancer and get yourself screened regularly.

To bring awareness to Breast cancer Indian Cancer Society – Delhi and Avon a leading cosmetic brand are organizing a pan India competition called Gulabi express.

GULABI EXPRESS IS A TRAIN WHICH HAS THREE COMPARTMENTS :-

- 1 Compartment – Screening – You are Aware (which means you have knowledge of signs and symptoms of breast cancer) and want to get screened.
- 2 Compartment - Diagnosis – On screening you can get diagnosed with breast cancer or not. What next?
- 3 Compartment - Treatment- You have the choice of getting treated or not.

Showcase your journey by visiting the compartments. You can leave the first compartment if the doctor gives you a clean chit or if diagnosed how will you progress. -----

Make a video using Dance, Drama and Music. Your creativity in bringing awareness on breast cancer to the masses.

EXCITING PRIZES AWAIT THE WINNER

1st Prize 30,000 Rs / 2nd Prize 15,000 Rs

You can put this subjects in your video:

- Emotions of a Breast Cancer Patient
- Educate Community about Breast Cancer
- Journey of Breast Cancer Survivor
- Breast Cancer Treatment
- Community Reactions on Breast Cancer
- Beauty of Breast Cancer Survivor
- Side Effects of Treatment.



Videos come to- indiancancersocietydelhi@gmail.com

15th September 2021 - Closure date.

WE WILL ANNOUNCE THE WINNER ON **15TH** OCTOBER