

OCTOBER 2021 EDITION

A WALK FOR CANCER TO SAVE LIVES

The 16th Avon/Justine iThemba Walkathon, a crusade against breast cancer took place at Foskor Sports Ground in Namakgale on Sunday, 03 October. Young and old started the day with a 4 and 8 KM fun walk dressed up in various colourful outfits.

October is Breast Cancer Awareness Month, an annual campaign to raise awareness about the impact of breast cancer.

Speaking on behalf of PMC, Aidan Schoombie, Senior Manager Growth, was overwhelmed with joy as he ascended the stage to show appreciation. "I am very excited and humbled as PMC to be part of this event. We believe in extending a helping hand to our vulnerable communities," he said.



Bridget Bengu, Director Corporate Communications at Avon/Justine, expressed her gratitude to all the stakeholders including the program director Hlekani Shikwambana of Capricorn FM for their invaluable support.

Bengu said that they aim to reach all South African women with key educational material that will encourage them to go for regular screening and potentially save countless lives. "This objective is in line with our breast cancer promise and mission to positively impact the lives of millions of women globally every year through to 2030." She said.

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"To us, it is absolutely vital that each South African knows about breast cancer, thinks about breast and acts against breast cancer." She added. PMC in support of the event hosted the media crew at a dinner at Borwa Lifestyle Centre on the R40 road to mica, on Saturday the crew had a surface plant tour at PMC.

