

## **QATARI DIAR raises breast cancer awareness among staff**

XX October 2011 (Doha, Qatar) – QATARI DIAR Real Estate Investment Company, an international leader in sustainable development, hosted a breast cancer awareness workshop for its employees at The Ritz-Carlton, Doha.

A large number of female employees of the company, its subsidiaries and contractors, participated in the event and learned about ways to prevent and combat the disease as well as to support sufferers and survivors.

Joining the attendees were guest speakers Dr. Mahessen Okasha, chief health educator from Qatar National Cancer Society (QNCS); Karen Al-Kharouf, founder of Think Pink Qatar (TPQ); and Ann Mee and Nesha Hill, cancer survivors, who reaffirmed the audience's belief that breast cancer can be challenged if addressed effectively.

While welcoming the audience, Abdullatif Mohamed Al-Noaimi, Chief Administration Officer of QATARI DIAR, said: "This workshop is an essential step in reaching out to the women in our company and community to increase their awareness of breast cancer, and reaffirms QATARI DIAR's commitment to its people. It is our duty to take care of our staff and their families, as well as the community that surrounds us, and we see this awareness workshop as a valuable opportunity to do our part in caring for their wellbeing."

"QATARI DIAR encourages the Qatar community to increase their awareness of breast cancer. I hope that through this workshop we are able to spread not only knowledge, but also hope. Hope for better awareness and early detection, and hope for a cure," added Al-Noaimi.

In subsequent sessions, participants were made aware of the Think Pink Qatar campaign, various QNCS initiatives, the effects of breast cancer, how to manage the disease and support those suffering from breast cancer, early detection techniques and prevention, and also given a demonstration of self-examination.

Participants greatly welcomed the gesture of QATARI DIAR employee Fatma Al-Jaidah, who donated home-made cupcakes embellished with pink ribbons. The Ritz-Carlton, Doha offered pink roses to all the guests towards the end of the event.

"I found that the women at QATARI DIAR were committed to educating their families and speaking with other women in the community about breast cancer awareness. For QATARI DIAR to have an individual such as Abdullatif Mohamed Al-Noaimi - a male - to stand in support of women is extraordinary," said Karen Al-Kharouf, who's TPQ currently has over 500 active members representing the entire strata of Qatar's diverse society.

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