



مكتبة قطر الوطنية
QATAR NATIONAL LIBRARY
عضو في مؤسسة قطر
Member of Qatar Foundation

QATAR NATIONAL LIBRARY INVITES THE COMMUNITY TO 'GO PINK' IN OCTOBER

Event Focuses on Breast Cancer Awareness and Importance of Early Screening

Doha, Qatar, 12 October, 2016: Qatar National Library (QNL), in collaboration with the National Center for Cancer Care & Research (NCCCR), Qatar Cancer Society (QCS) and Primary Health Care Corporation (PHCC), is organising a breast cancer awareness event entitled 'Go Pink' on 15th October at the Hamad bin Khalifa University (HBKU) Student Center in Education City.

The event, which is open to the public, aims to raise awareness about breast cancer and will include presentations, questions and answers with experts, survivors' stories and early screening registration, in addition to a side exhibition of booths by participating organisations.

Commenting on the event, Amani Al-Yafi, Information Services Librarian at Qatar National Library, said: "QNL is invested in the wellbeing of the local community and is constantly collaborating with various local institutes to create activities and projects that engage and benefit all members of the community. We are appreciative of the participating organisations who are coming together to support the breast cancer cause. We encourage everyone to visit our event, attend the sessions and try to learn as much as possible, as we all need to be educated, aware and empowered about breast cancer. Events like these are the building blocks in supporting Qatar's journey to a brighter future and QNL is always eager to contribute."

Dr Salha Bujassoum Al Bader, Senior Consultant at National Center for Cancer Care and Research (NCCCR), and Director of Breast Cancer Screening Program at HMC, said: "We are proud to be part of the National Breast Cancer Awareness Month; it's an excellent opportunity for us to work closely with our healthcare partners to raise awareness on prevention and early detection of breast cancer, and to share these educational activities with the communities we serve. At HMC, we encourage women aged 45 and older to participate in national breast cancer screenings. Yet, when a woman of any age notices any changes or symptoms, she should seek medical advice as breast cancer is most treatable when detected early."

Mrs Mariam Al Naimi, General Manager of Qatar Cancer Society, said: "We, at QCS, always make sure to attend all major events held in Qatar, out of our belief in engaging the community through public activities and in a bid to reach out to the wider public to raise awareness about cancer, its causes, and how it can be prevented. We also seek to debunk popular misconceptions in Qatar around cancer as a fatal untreatable disease, for it can largely be treated if detected early. Our participation in QNL's event is part of our campaign, 'For Your Health', running through October to increase women's and the whole of society's awareness about breast cancer risks, prevention measures, and how early screening and detection is likely to boost cancer curability."



مكتبة قطر الوطنية
QATAR NATIONAL LIBRARY

عضو في مؤسسة قطر
Member of Qatar Foundation

Dr Shaikha Abu Shaikha, Manager of the Cancer Program Division at the Primary Health Care Corporation, said: "People are aware of the seriousness of cancer; however, the awareness of how important it is for early screening has some distance to go. By attending screenings, there is a greater chance for successful treatment, should any cancerous cells be detected before they progress into later stages. To attain the objective of encouraging targeted groups to undergo screening, the Primary Health Care Corporation is leading campaigns for the Breast and Bowel Cancer Screening Program, with the purpose of spreading awareness, and we are working harder than ever to go further in our efforts."

The event starts at 4pm with opening remarks and an awareness session about breast cancer followed by an exhibition from 5.30pm to 9pm.

As a member of Qatar Foundation for Education, Science and Community Development (QF), QNL aims to promote a culture of excellence in Qatar and further its role in supporting an innovative and open society that aspires to develop sustainable human capacity to enrich a knowledge-based economy.

-END-

Qatar National Library – Bridging with knowledge Qatar's and the Arab and Islamic world's heritage and future.

Qatar National Library (QNL) is a non-profit organisation under the umbrella of Qatar Foundation for Education, Science and Community Development (QF). QNL is supporting Qatar on its journey from a carbon-based economy to knowledge-based economy by providing resources to students, researchers, and the community in Qatar. It was announced in November 2012 by Her Highness Sheikha Moza bint Nasser, Chairperson of Qatar Foundation for Education, Science and Community Development.

QNL carries out its mission through three functions: National Library, University and Research Library, and a Metropolitan Public Library of the digital age. The National Library function collects and provides access to global knowledge relevant to Qatar and the region. It also collects, preserves, and provides access to heritage content and materials about Qatar and the region. The University and Research Library function supports education and research at all levels by providing printed and digital library materials for students and researchers. Metropolitan Public Library delivers library services and information for everyone to enjoy reading, meet people, and become information literate.

Website: www.qnl.qa

Twitter: @QNLlib



مكتبة قطر الوطنية
QATAR NATIONAL LIBRARY

عضو في مؤسسة قطر
Member of Qatar Foundation

Facebook: www.facebook.com/TheQatarNationalLibrary

Qatar National Library's Media Contact:

Gihan M. Baraka

Head of Library Relations & Communications

Telephone: +974 4454 6034

Email: gbaraka@qf.org.qa

Kummam Al-Maadeed

Public and Media Relations Specialist

Telephone: +974 6677 3570

Email: kmaadeed@qf.org.qa