

## Press Statement – For Immediate distribution

### **Bokomo White Star Maize Meal goes pink**

**The milling and mass distribution company Bokomo Botswana, have announced that it will later this month embark on a public campaign in support of breast cancer. From the 20<sup>th</sup> to the 31<sup>st</sup> of August, for every 12,5kg of Bokomo White Star Maize Meal sold 50 thebe will be donated to the fight against cancer. The funds will be handed over to breast activist organisation Journey of Hope, to help aid in their various awareness initiatives.**

Said Victor Khan, Marketing Manager of Bokomo Botswana; “We believe that cancer awareness is key to winning the fight against cancer. Educating the public on different ways of being vigilant such as self examination and regular check-ups will greatly increase the chances of early detection and recovery. Bokomo Botswana therefore wants to make that commitment to playing our small role in preserving lives.”

According to the Cancer Association of Botswana (CAB), breast cancer is the second most common cancer among Botswana women. According to research, about 1 in 29 women in the country are likely to develop breast cancer at some point in their lives. Breast Self Examination has been identified by CAB as one of the key methods of detection breast cancer, and women have been advised to familiarise themselves with the shape, size and feel of their breasts so as to easily note any changes.

Said Lettie Gabontswe, The Cancer Association of Botswana Coordinator; “Women need to pay more attention to their breasts, we are always ready and willing to assist them and also assisting them to get into a good routine on healthy living that will help lower the risk of developing cancerous lumps.”

On the 25<sup>th</sup> of August, Journey of Hope will undertake their annual nationwide tour in order to raise funds for breast cancer, in their signature pink vespas. Bokomo will also be a part of this initiative through their sponsorship of one of the riders, Matilda Swartz. Bokomo’s sponsorship of the rider is valued at P10 000, and will cover her costs for the whole duration of the tour.

The Journey of Hope volunteers will leave for Maun on the 25<sup>th</sup> of August and will travel to Orapa, Rakops, Mopipi, Letlhakane, Serowe and Mahalapye. During the tour the riders will conduct talks in the communities they pass through,

educating the public on dangers of breast cancer as well as ways of mitigating the disease.

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