



Breast Cancer Survivors Form Support Group

Patient-led forum to share personal experiences and bust myths about breast cancer

Bangalore, May 18, 2009: A group of breast cancer survivors today announced the formation of the **Pink Hope Breast Cancer Support Group**. The goal of the Group is to share experiences, provide psychological support, and help new patients prepare for breast cancer treatment. The Group would also help new patients understand the nuances of breast cancer; unshackle myths associated with it and communicate the fact that proper treatment would enable them to lead a normal healthy life once again. It also plans to address the fears and concerns which women have when they discover a lump in the breast.

Activities of the women-led Support Group would be facilitated by HCG Foundation, the social arm of Healthcare Global [HCG] - South Asia's largest cancer care network. HCG Foundation would strive to help the Support Group reach out to more and more people by providing technical and logistic support.

Commenting on **Pink Hope Breast Cancer Support Group** initiative, **Ms. Sashi Venkat** said that "Diagnosis of breast cancer is a traumatic event for any woman. Newly diagnosed patients need support and counseling. They invariably have an urge to talk to others who have gone through this difficult phase. This interaction offers comfort, hope, and reassurance when they hear success stories of patients who have recovered from breast cancer and are now leading a normal life".

According to **Ms Roopa Venkatesh**, "The Support Group would be an ideal platform to informally exchange information on breast cancer that would give new patients a better understanding of the disease as well as the treatment modalities. Importantly it offers an opportunity to allay fears and apprehensions as new patients are generally hesitant to ask certain sensitive questions of their family members or even doctors". Further, she said the Support Group would play the role of a counselor in a proactive manner.

The first meeting of the Pink Hope Breast Cancer Support Group, which is open to all breast cancer patients and relatives, would be held on **May 23, 2009** at **3 pm** at **HCG Towers, # 8, Kalinga Rao Road, (near Geo Hotel), Sampangiram Nagar, Bangalore - 27**. For more information and participation, please contact Ms. **Shylaja** on **+91.80.40206026**.