



PRESS RELEASE

“MAST movement... for Breast Cancer”: in Crete from the 13th until the 18th of March

The Hellenic Cancer Society will perform free mammography screenings for unemployed and uninsured women in Heraklion, Rethymno and Chania

Information is valuable, and mammography screening is necessary for women over the age of 40

Breast cancer treatment is possible during its initial stages; hence, early diagnosis is extremely important

Tuesday, March 7th, 2017. The **“MAST movement”**, a life journey of the **Hellenic Cancer Society (HCS)**, continues in **3 major cities of Crete**, namely Heraklion, Rethymno and Chania. This is a **large campaign for the prevention and information about Breast Cancer**, in **Greek peripheral regions**; the program’s aim is **for every woman, in every corner of the country, to be informed**, to **prevent** and to be **cured** from breast cancer.

The “MAST movement” is realized with the support of KEDE and EDDYPPY, as well as the kind sponsorship of ELPEN. Importantly, this is an activity of significant social contribution for ELPEN, since the company does not produce, nor does it market oncological drugs.

On **March 13th & 14th, 2017**, within the context of the program, the **Mobile Mammography Unit** of the **HCS** will visit Heraklion, where it will settle in the Town Hall. On **March 15th & 16th**, the Unit will travel to **Rethymno**, where it will settle in the city’s **Town Hall**, while on **March 17th & 18th**, the **Town Hall of Chania** will be the final stop.

Mammograms will be performed for **free, upon appointment**, for unemployed and uninsured women from vulnerable groups, who have no access or are unable to undergo mammography screening.

Appointments can be booked from **Monday, March 6th**, onwards, on a first-come

first-served basis, for women who fulfill requirements, such as the following: they should be 40-70 years of age, they mustn't have had a mammogram within the last 12 months, they shouldn't have a breast cancer history, a biopsy or breast cosmetic surgery, and they shouldn't be menstruating 3 days prior to and until 5 days after.

Contact phones for appointments:

Rethymno: 28310/21307 (09.00-13.00)

Chania: 28213/41692 (09.00-12.00)

Heraklion: 28134/09112 (12.00-15.00)

Breast cancer is the most frequent malignancy appearing in Greek women nowadays, with an estimated **5000 new cases** emerging **every year**.

In order to diagnose breast cancer early, there are three possibilities: 1) **auto-examination of women**, 2) **clinical examination by a physician**, and 3) **mammography**. The latter is the most common examination for breast cancer diagnosis, and its **diagnostic capacity is very high**. The **HCS recommends that all women over the age of 40 undergo regular preventive mammography every two years**.

In spite of its high incidence, breast cancer is becoming less threatening for life and its quality, thanks to significant medical advances, which have yielded more effective and personalized therapeutic approaches, but also because more women undergo preventive examinations, and therefore, the disease is discovered during its early stages, when treatments are more effective and can lead to cure.

Media sponsor: ERT

