



ΕΛΛΗΝΙΚΗ  
ΑΝΤΙΚΑΡΚΙΝΙΚΗ  
ΕΤΑΙΡΕΙΑ



Κίνηση “μαστ”...  
για τον καρκίνο του μαστού

**ΚΙΝΗΤΗ ΜΟΝΑΔΑ  
ΜΑΣΤΟΓΡΑΦΙΑΣ**

Πρόληψη — Έγκαιρη Διάγνωση για τον Καρκίνο του Μαστού



# PRESS RELEASE

## A successful visit of the “MAST movement... for Breast Cancer!” in Alexandroupolis

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

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

The “**MAST movement**”, a journey of life by the **Hellenic Cancer Society**, was successfully continued in the city of **Alexandroupolis**. This is a **large campaign for prevention and information about breast cancer**, in the **peripheral regions of Greece**, whose 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” runs under the auspices of KEDE, the support of EDDYPPY and the kind sponsorship of ELPEN. This is an activity of significant social contribution for ELPEN, as the company does not produce, nor does it market oncological drugs.

On **Wednesday, June 29<sup>th</sup>**, within the premises of **Alexandroupoli’s Town Hall**, **free mammograms** were offered to **100 women**, who belong to vulnerable population groups –they are unemployed and uninsured–, by the **Mobile Mammography Unit** of the **Hellenic Cancer Society (HCS)**. These will be **continued** on **Thursday, June 30<sup>th</sup>** and **Friday, July 1<sup>st</sup>**.

Within this context, on the evening of June 29<sup>th</sup>, in collaboration with the **Municipality of Alexandroupolis**, **HCS**, **KEDE**, **EDDYPPY** and the Greek pharmaceutical industry **ELPEN**, a relevant information event for the local **medical community** was held.

**Mr. Evangelos Lambakis**, Mayor of Alexandroupolis, welcomed the event. Speakers included **Mr. Evangelos Philopoulos**, President of the Hellenic Cancer Society and Breast Clinic Director, “AGIOS SAVVAS” Hospital, and **Mr. Theodore Tryfon**, Vice President of ELPEN and President of the Panhellenic Union of Pharmaceutical Industry.

The **Mayor of Alexandroupolis**, **Mr. Lampakis**, conveyed the greetings of Mr. George Patoulis, President of KEDE and EDDYPPY, and Mayor of Maroussi, and noted: *“Amidst this crisis that we live in, such initiatives, like the free mammograms for women who need them, are a God’s work, which can truly save lives. This shows that there is hope for our society to stand back on its feet; besides, the Greek society has learned how to fall down and rise up again. The local authorities’ contribution to this effort in keeping citizens healthy, is fundamental; undoubtedly, this is the pillar, which has remained strong and active, so that synergies –like this particular one with the Hellenic Cancer Society and ELPEN– can offer substantial work for the health of our citizens.”*

**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**; (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**. In fact, it can reveal a malignancy before it can be detected through clinical examination. Taking into consideration the possibilities of our country's healthcare system, as well as the particularities of the disease's presence in Greece, the **HCS recommends that all women over the age of 40 undergo regular preventive mammography every two years**.

Within this context, **Mr. Philopoulos** referred to the long-lasting and multifaceted contribution of the HCS in preventing breast cancer, a disease characterized by high mortality. Mr. Philopoulos noted: *"Along the 58 years of operations for HCS, free mammogram screening has been the longest and most effective program that we have carried out; in fact, it is a program supported by Greek companies, like ELPEN, and not by European funds."* Mr. Philopoulos underlined that: *"**Secondary prevention –that is, early diagnosis– is the basic constituent of an effective policy for reducing the inflictive consequences of breast cancer, which currently affects 1 out of 10 women at some point in her life; in 70% of cases, the cause that led to the disease cannot be detected primarily. Through this collaboration, we want to offer women the best options. We want to convince, even those who are afraid, to be mobilized and to have a mammogram, so that breast cancer can become ancient history. Up until now, we have performed 52.000 mammograms, and we have visited 400 areas across Greece. With the present collaboration, we are continuing with the same dynamic and in an even more organized manner."***

The visit to Alexandroupolis is of particular importance to ELPEN, as Mr. Dimitrios Pentafragas, Founder & Chairman of ELPEN, originates from Evros; in fact, inspired by his birthplace, 50 years ago, Mr. Pentafragas created the pioneer Greek pharmaceutical industry. On the occasion of the **completion of ELPEN's 50 years of contribution and dedication** to health, research and our fellow men, **Mr. Tryfon** talked about this significant initiative, pointing out the following: *"ELPEN marks the completion of its 50 years of operations with an activity of substantial social sensibility and offering, which aims at informing and preventing breast cancer in women who are in real need. The contribution of KEDE and EDDYPYY is valuable for the successful realization of this great task."* Mr. Tryfon continued, emphasizing that: *"All together, we must organize ourselves against all difficulties; we must move forward and deal with any problems, through the establishment of collaborations that offer domestic added value. For ELPEN, the partnership with HCS constitutes a unique milestone, which reflects the vision of our company's Founder, – that is, to substantially offer to our fellow men. Representing a purely Greek pharmaceutical industry, we are doing everything possible, in order to prohibit this financial crisis from affecting our activities. This is why we insist on investing, doing research, contributing and manufacturing in Greece, thereby supporting not only Public Health, but also the Greek Society. Our journey will carry on in a dynamic manner, because we know that solutions emerge through synergies, and that our primary goal is to contribute to the Greek society."*

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