

NEWS

Pinktober in Florence

Initiatives for breast cancer prevention take place throughout the month of October

Editorial Staff

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The aim of the month-long focus on breast cancer is to spread the message that prevention is “the first weapon to defeat the disease”, declares Lucia De Ranieri president of the non-profit Firenze in Rosa association.

October will see the whole city involved in a series of activities and events to raise awareness about the importance of preventative measures. **Free breast ultrasound checks** will be available for women who are not part of the regional screening programme, for men with family history with the disease and also for Florentine women’s sports teams. A pink point where the scans will be conducted will be at The Student Hotel, viale Spartaco Lavagnini, 70 from October 21 to 25.

The city shows its support by turning pink. From October 21 to 26, six historic doors across the city, along with the monastery of San Miniato al Monte, will be lit up in pink, prompting others to do the same in the hopes for a “culture” of breast cancer prevention.

An invite is also put out to everyone to participate by taking a creative “pink” photograph and sharing it on Facebook or Instagram by tagging @FirenzeInRosa or using the hashtag #FirenzeInRosa. A filter has also been created using the Facebook camera and the #FirenzeInRosa filter.

Reservations for ultrasounds can be made at 388 804 9901 from Monday to Saturday, 3-7pm.



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