

Eastern Cape premier joins fight against cancer

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Eastern Cape premier Phumulo Masualle is helping to raise awareness of cancer in the province through his support of the annual Algoa FM Big Walk for Cancer, which is being held in partnership with the Eastern Cape Department of Health.



Eastern Cape leaders fighting cancer. From left is: Eastern Cape Premier Phumulo Masualle and Dave Tiltmann (Managing Director of Algoa FM)

With only a few days to go to the annual Algoa FM Big Walk for Cancer, both the Eastern Cape Department of Health and Algoa FM have placed all their team's resources behind raising cancer awareness.

"I am very proud of what the Eastern Cape Department of Health has achieved in partnering with Algoa FM on their 17th annual Big Walk for Cancer. We are looking forward to joining the community of Nelson Mandela Bay on Saturday, 31 October," says premier Masualle.

"The awareness campaign leading up to this year's walk has been phenomenal. The integrated campaign including on-air, print, social media and digital awareness has really placed the spotlight on cancer. The walk will be a culmination of efforts from the entire Eastern Cape including media, government, corporates and the community," says Algoa FM managing director, Dave Tiltmann.

"The Algoa FM Big Walk for Cancer raised R315,000 last year, and the money was used to equip a new 25-bed paediatric oncology ward at the Provincial Hospital in Port Elizabeth," says Algoa FM marketing manager, Toinette Koumpan.

"The ward serves the whole of the Eastern Cape, and the Igazi Foundation is once again the beneficiary to the 2015 walk."

Leading up to this year's walk the Eastern Cape Department of Health hosted numerous health and cancer screenings at shopping malls in and around Nelson Mandela Bay.

Free screenings will also be done at this year's registration. They include hypertension, diabetes, prostate cancer, blood pressure, glucose levels and breast self-examination.

In addition there will be stalls promoting healthy living through talks and the distribution of health-related information.

Entry fee for the 5km walk is R50. The walk will take place on Saturday, 31 October, at the Boardwalk in Summerstrand, Port Elizabeth.

Entry forms are available from Brian Bands in Cape Road, Total Sports stores in Port Elizabeth and Algoa FM. An online entry portal is also available on the Algoa FM website.

Entries close on Wednesday, 28 October.

Registration will take place at The Boardwalk Amphitheatre on Thursday 29 and Friday 30 October from 13h00-19h00 or Saturday, 31 October, from 06h00-07h30.

Only those who have purchased entries online or those who qualify for free T-shirts after paying for their entries at one of the stores need to register.

People are encouraged to park in the 2nd Avenue carpark at the Boardwalk.

For more information visit www.algoafm.co.za.

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