

## Max organizes Cyclothon to generate awareness on cancer

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**The participants consisted of cycling enthusiasts, employees of Max and members of Grameen Sneh Foundation**



More than 500 participants took part in the 11 km Cyclothon organized by Max Hospital Vaishali under the Cancer Campaign banner by Max Hospital, 'Nidar Hamesha' in association with Grameen Sneh Foundation.

The drive was flagged off at Max Super Speciality Hospital Vaishali in the presence of Dr Meenu Walia- Director, Medical Oncology, Max Super Speciality Vaishali. The participants consisted of cycling enthusiasts, employees of Max Super Speciality Hospital Vaishali and members of Grameen Sneh Foundation.

Dr Meenu Walia- Director, Medical Oncology, Max Super Speciality Vaishali, said, "This initiative organized today by Max Super Speciality Hospital, Vaishali, aims to create a platform that strengthens the willpower and give people the courage to fight cancer. We run numerous initiatives/ campaigns / awareness drives for cancer patients on an ongoing basis. Additionally, we have introduced a campaign called- 'Nidar Hamesha' which offers support and compassion to patients and families who are fighting cancer. Cancer survivors join us in motivating and helping people battling with this disease through such groups. Today's drive was to showcase our love and support, and offer strength to those who face the many challenges that are presented after being diagnosed with cancer."

Dr. Walia, further added, "Cancer cases are rising at an alarming rate in India and it is one of the leading cause of mortality, mostly due to late detection of the disease. If detected early, cancer treatment is not only multiple-times more effective but also less complex and cost effective. Presently, there are more than a million cancer patients in India and looking at the medical facts, unfortunately this number will rise in future.

For these patients who are battling cancer, determination and the will to fight is half the battle won. At Max Super Speciality Hospital, Vaishali, we salute the spirit of every person who has fought or is still fighting cancer. With the Cyclothon, we aim to unite everybody under the same banner and inspire them to stand up for each other to fight the complex disease."

Olympics champion, Sushil Kumar, commented, "I am happy to be a part of this noble initiative by Max Super Speciality Hospital Vaishali. Such initiatives help in creating awareness and encourage people to understand the importance of support

and care needed by the cancer fighters in our country.”

India has around 2.25 million cases with over 1 lakh new cases being registered every year, according to Cancerindia.org. In 2018, the disease led to nearly 7 lakh deaths. The Indian Council of Medical Research (ICMR) estimates that the country is likely to register over 17 lakh new cases and report over 8 lakh deaths by 2020. At Max Healthcare, it is our continuous effort to make life easy for the people battling with cancer and through this drive we wanted to put an effort to showcase the people that we the people of Max stand by with you in your fight.