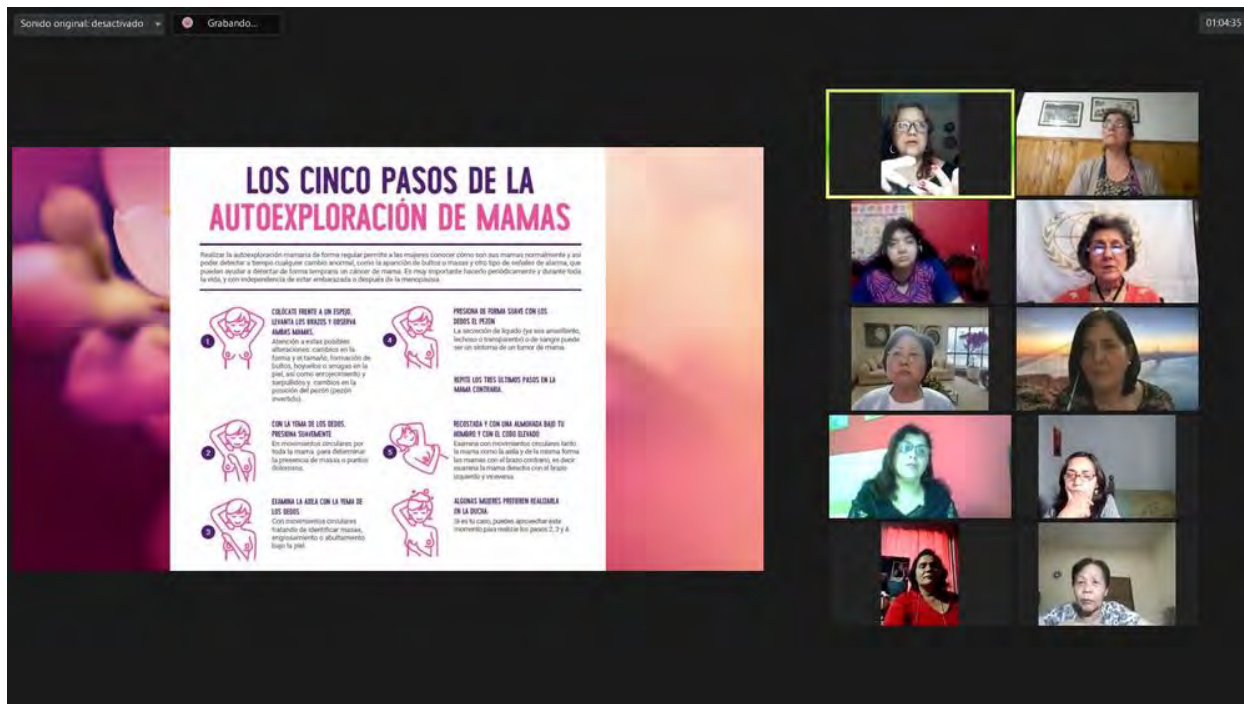


WFWP Argentina: Pink October Challenge for breast cancer prevention

Rosetta Conti de Castellon
October 21, 2021



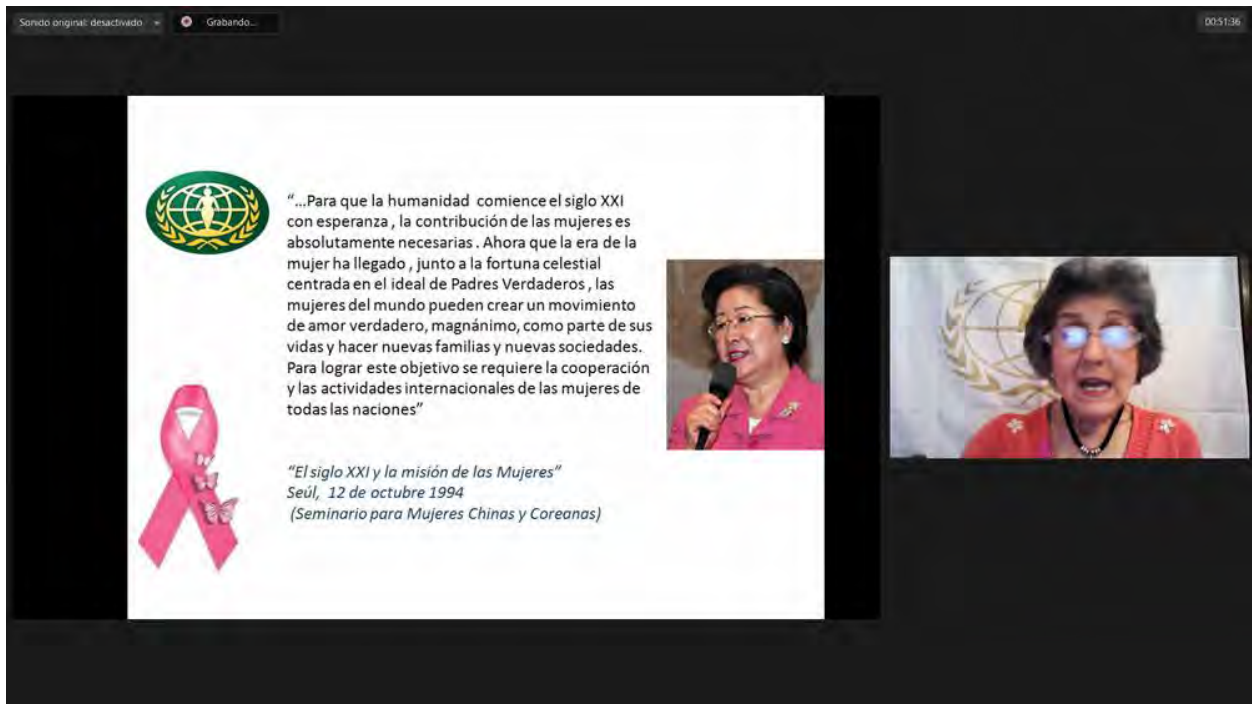
October is the month that celebrates international campaigns for breast cancer prevention under the name of PINK OCTOBER. Joining the challenge, WFWP Argentina mobilized volunteers to support the campaign with different activities. In Cordoba Province, a group of volunteers walked the parks of the touristic place of La Granja to distribute pamphlets to women and family groups. In Buenos Aires and Tucuman province, WFWP volunteers made joint campaigns with other prevention groups like Liga Argentina de Lucha contra el Cancer (LALCEC) in public areas.



On October 21, the Argentina chapter of WFWP was invited to a virtual gathering by an Ambassador for Peace, to share her living experience of hardship and overcoming the challenge of breast cancer.

The gathering was introduced by a short presentation of WFWP's vision and mission by the President of WFWP Argentina, Mrs. Rosetta Conti de Castellon. The event was harmonized by a beautiful song called

"On the Wings of the Soul," interpreted by 12 women that created this video during the pandemic time to give inspiration as well as the strength to overcome challenges.



Professor Marta Formichella is an active collaborator of WFPW Argentina and some years ago she was affected by a serious case of breast cancer that forced her to lose her left breast. She struggled through this experience, but her optimistic attitude and good health practices brought her to an unexpected recovery. She gave very good advice and suggestions to all the virtual audience on both keeping one's physical and mental wellness in check.

Participants expressed their appreciation for the content that they received:

"Thank you very much dear Marta for sharing your experience and for stimulating us to be careful and take care of our wellbeing. You are a true example of life!"-Alvina Bilbao

"It was very inspiring for us to understand the importance of taking care of our mental, physical and spiritual health as a whole" -Maria Sabini

