

# Bank of Kigali Supports Breast Cancer Awareness

The Bank of Kigali sponsored Breast Cancer Initiative East Africa Inc (BCIEA) walk which took place on the 29th September 2013 and dinner on the 5th October 2013. On Sunday September 29th, Breast Cancer Initiative East Africa (BCIEA) Inc joined forces with Globe-a-thon in the walk to end women cancers in its third Ulinzi Walk. Ulinzi is a Swahili word that means Protect or Guard.

On that day, people from all over the world; from the United States to Ghana, from Austria to Antarctica, from Argentina to South Korea, joined in the first ever international relay for Gynecological (GYN) Cancers including breast and cervical cancers. Participants in over 60 countries made history by walking in solidarity with each other and with millions of women and families affected by gynecological cancers.

In Kigali, the Ulinzi Walk started at the RDB parking lot and ended at Christ Church of Rwanda (CCR) in Gacuriro where breast cancer discussions with questions and answers were conducted by 3 Doctors from local hospitals. Clinical breast examinations were provided by two doctors and 15 midwives from the Midwives Association of Rwanda. Out of 156 women of various ages who received clinical breast exams, 4 were referred for more testing.

“In spite of the rain, approximately 300 participants showed up. Participants also included representatives from the Non Communicable Diseases (NCD) in the Ministry of Health and various Organizations; Banks, Churches, Embassies, Colleges and NGOs. Bank of Kigali continues to be BCIEA’s champion in the fight against breast cancer,” commented BCIEA’s Executive Director Anne Rugege

The Bank also participated in the BCIEA’s Annual fundraising Ulinzi Dinner held at the Serena Hotel on Saturday, October 5, 2013. The main objective of the two annual events is to increase awareness, mobilize more volunteers and supporters in the fight against breast cancer in Rwanda. It also aims to educate, empower, treat, support, change and save lives with the belief that early detection is the best protection.

As the leading Bank in Rwanda, Bank of Kigali (BK) is committed to transforming the lives of Rwandans not only through providing the most innovative financial solutions on the market but also by giving back to the community.

The Bank has developed socially responsible policies and environment friendly, budgeting, lending, investment practices and developed a strong CSR strategy which has enabled it play a pivotal role in transforming lives of Rwandans. This policy is based on four pillars; improving access to education, promoting community health, environmental sustainability and poverty eradication.

In recognition of the increasing incidence of breast cancer in Rwanda and the urgent need to develop awareness of the disease, the Bank was one of the main sponsors of the Ulinzi Walk and fundraising dinner which was aimed at creating public awareness about breast cancer by emphasizing on early detection being the best protection. The initiative also encourages solidarity in facing cancer and further demonstrates public ownership of the cancer burden in order to stimulate intervention of the needed changes.

Given the fact that the Bank has expanded to all parts of the country, the Committee through its branch network extends its CSR activities to all parts of the country.



*Some of the participants of the Breast Cancer Ulinzi Walk*