

Karishma's initiative for Breast Cancer Awareness at Pinkathon

•Written by Administrator•

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Bollywood actor and style diva Karisma Kapoor flagged off the country's first running event to spread awareness about breast cancer and raise critical funds for patients. Pinkathon International Women's 10K was organized by prominent event management company Maximus Events led by avid runner and fitness enthusiast Milind Soman along with Reema Sanghavi, presented by Gitanjali and in association with the Women's Cancer Initiative and Tata Memorial Hospital. Gitanjali Group is actively involved in social causes through Beti - a campaign to prevent atrocities against women.

In an overwhelming response to the cause, more than 2000 women from different walks of life came together living up to Mumbai's famed spirit and supported the cause with full vigor. Kiran Tiwari emerged as the proud overall winner of the 10k run while Mayuri Sutar and Nikita Ingale won the 5 km and 3 km class respectively of the multi-category running event.

Proceeds raised through Pinkathon International Women's 10k will be used by the Women's Cancer Initiative, led by Deveika Bhojwani, in their fight against breast cancer. This is the first of the planned 10-city tour across India, as the event organizers plan to take it in different cities over the next couple of years. Thereon, Pinkathon will continue being an annual event in every city it features in.

Participants included Minister for Women & Children's Welfare Varsha Gaikwad and personalities such as MTV VJ Anusha Dandekar, actor Tara Sharma and model & actor Lisa Haydon. Apart from these, 650 members from Brahma Kumaris – World Spiritual University, 50 police women from the Mumbai Police and several corporate bigwigs led by the Pinkathon Mascot and Red FM RJ Malishka participated in the run.