



FOR IMMEDIATE RELEASE

PinkDrive Partner with BD to Mobilise Critical Health Screening to Close the Cancer Care Gap

Soweto, South Africa – February 4, 2025

In commemoration of World Cancer Day (WCD) 2025, PinkDrive NPC, a proud member of the Union for International Cancer Control (UICC), has partnered with BD (Becton Dickinson) in association with the City of Johannesburg (COJ) provided free cancer and health screenings in Soweto on February 4, 2025.

World Cancer Day, an initiative led by UICC, is observed annually on February 4 to raise awareness, improve education, and inspire action at personal, collective, and governmental levels. This global movement seeks to push cancer awareness to the forefront of health and development agendas.

United by Unique: Raising Awareness and Promoting Early Detection

The 2025 WCD theme, “United by Unique,” underscores the collective responsibility to fight cancer while embracing individuality. This aligns with PinkDrive’s mission to educate communities and encourage early screening, which is crucial for improved treatment outcomes.

In addition to the funding from BD, the generous support of sponsors, including Pick ‘n Pay Clothing, Vumatel, Sandton Plant Hire, Spar South Rand, Clover, Lancet Laboratories, BioHealix, aQuellé, Oasis, Bidvest Prestige, Marketing 2 the Max, Lomaen, The Indaba Hotel, Boxer Stores, First In Business Solutions and media partner 947, PinkDrive will offer free screenings for breast, cervical, and prostate cancer, along with lung function assessments. These services will be delivered through mobile medical units staffed by skilled professionals.

Bridging the Cancer Care Gap

As a leading non-governmental organisation, PinkDrive, alongside its partner More Balls Than Most (MBTM), is committed to raising awareness about gender-related cancers in South Africa. Through partnerships with Vertice, Aspen, The Embassy of Japan, Campaigning for Cancer, CHOC Childhood Cancer Foundation, and other civil organisations, PinkDrive is working to address urgent healthcare needs in underserved communities.

Collaboration across government, public, private, and non-profit sectors remains essential in closing the cancer care gap. PinkDrive's mission is clear: to ensure that uninsured individuals have access to cancer screening services, guided by the belief that "Early Detection Can Help Prolong a Life."

"South Africans must prioritise proactive health measures for a healthier future," said Noelene Kotschan, CEO and Founder of PinkDrive. "Unfortunately, stigma, limited awareness, and inadequate access to screening often result in late diagnoses. While cancer treatments are increasingly effective, early detection remains the best way to improve survival rates, reduce treatment costs, and enhance outcomes. We are honoured to partner with the City of Johannesburg to expand screening opportunities in the public health sector."

"BD is honored to collaborate with PinkDrive in the fight against cancer in South Africa. We firmly believe that through our collective efforts and robust partnerships, we can significantly reduce the impact of cancer on women and men in South Africa. PinkDrive's invaluable services, including education and awareness, screening, and linkage to care, are crucial in improving outcomes and reducing morbidity and mortality associated with breast, cervical, and prostate cancer. We hereby urge all stakeholders to unite in this imperative battle," expressed Ian Wakefield, General Manager, BD (Becton Dickinson) South Africa.

"Cancer is a growing health and socio-economic challenge in South Africa, many cancer deaths are preventable through immunisation, lifestyle changes, early detection, and timely treatment. Our goal is to prevent as many people as possible from succumbing to breast, cervical, prostate, and testicular cancer." Concluded Noelene Kotschan.

Screening and Education Services

Date: Tuesday, February 4, 2025

Time: 08:30 – 15:30

Venue: Slovoville Clinic and Recreation Centre, Soweto

Services provided include:

- ✓ Free mammograms, Pap smears, and clinical breast examinations
- ✓ Prostate-specific antigen (PSA) testing for men
- ✓ Lung function assessments
- ✓ HIV/AIDS testing
- ✓ General health screenings and education

VIP Attendance:

Deputy Minister of Health, Dr Joe Phaahla

Nomantu Nkomo-Ralehoko - MEC for Health in Gauteng

Cllr. Ennie Makhafola - MMC Health & Social Development City of Johannesburg

Cllr Mr. Ando Kai, Embassy of Japan

About PinkDrive NPC

PinkDrive NPC, together with More Balls Than Most (MBTM), operates South Africa's mobile mammography and gynaecology units, bringing vital cancer education and screening services to underserved communities.

About the Union for International Cancer Control (UICC)

The UICC unites global efforts to reduce the cancer burden, promote equity in care, and keep cancer control a priority on health and development agendas worldwide.

About World Cancer Day

World Cancer Day, led by UICC, aims to raise awareness, improve education, and inspire action against cancer. Through collective efforts, we can reduce preventable deaths and promote equitable access to life-saving treatments.

Media & Interview Enquiries

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#CloseTheCareGap

#UnitedbyUnique