

For Immediate Release



AUB goes pink in a one-day breast cancer awareness campaign

Beirut, Lebanon- 19/03/2012 - Students from the American University of Beirut's Lebanese Red Cross Club led a one-day campaign today to raise awareness about breast cancer and its prevention by decorating the area between Main Gate and West Hall in pink balloons and distributing facts about breast cancer.

Informative tidbits included advice on healthy eating and regular exercise to prevent cancer as well as less commonly known facts such as: "For every 100 women diagnosed, one man will also be diagnosed with breast cancer."

Activities throughout the day included a drawing, with prizes from local sponsors, and a candy sale with proceeds going to a Lebanese breast cancer society.

The campaign started on Facebook and Twitter a day earlier.

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For more information please contact:

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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