**For immediate release**

**Ford’s Warriors in Pink Hosts Special Documentary Screening of its 2018 Models of Courage to Highlight the Importance of Early Detection in the Fight Against Breast Cancer**

* Five exceptional Models of Courage share their experiences in fighting breast cancer to help raise awareness of the disease and the importance of early detection
* Stories of Courage is the latest initiative by Ford since launching its Warriors in Pink breast cancer awareness programme in the Middle East eight years ago
* Ford continues its partnership with UAE’s Zulekha Hospitals to offer free mammograms and breast cancer consultations as part of Breast Cancer Awareness month
* Ford has worked with over 130 Models of Courage in the Middle East and North Africa since 2011, and more than $136m has been raised globally in the fight against cancer

**DUBAI, UAE. October 15, 2018** – Ford Middle East today hosted a very special screening of its first ever Warriors in Pink documentary *Stories of Courage* detailing the inspiring stories of five breast cancer survivors – and their advice for women in the region.

Warriors in Pink, the breast cancer awareness campaign powered by Ford, marks its eighth year in the region, having worked, over the years, with more than 130 Models of Courage – women touched by breast cancer ready to help empower and inspire those currently in the fight with the disease.

For its 2018 edition, Ford Warriors in Pink asked its five Models of Courage to describe the challenges they faced when confronted with diagnosis and treatment, and to detail how life has changed for them now that they’ve moved past their most difficult days.

“Our Models of Courage for 2018 each have incredible stories that we’ve highlighted in a series of inspirational videos that take the viewer through the challenges of tackling cancer, and detail the fulfilling lives each of our survivors now lead,” said Sue Nigoghossian, general manager, MENA Communications, Ford Middle East & Africa. “We’re proud to present their stories and hope that their humbling messages of courage, wisdom, fear and victory help inspire women to follow their advice on the importance of early detection.

“As a car company, we’re not experts in breast cancer – but we can help by taking a number of initiatives like our Models of Courage, to help make an impact in the fight against breast cancer, the number one type of cancer affecting women in our region,” she added.

Breast cancer survivors representing various nationalities accepted the challenge – and while each story is unique, they all prove that cancer doesn’t need to stop you in your tracks, or from living your life to the fullest.

Breast cancer can affect any woman, at any age, no matter what walk of life she’s from. Breast cancer affects one in five people in the UAE, and according to the Health Authority Abu Dhabi, it is the leading form of cancer in women in the country. And this trend unfortunately is similar across the Middle East, where in the next 20 years breast cancer cases are expected to quadruple in the Middle East according to the Saudi ministry of Health.

In the UAE, Ford, through its partnership with Zulekha Hospital, offers free mammograms and breast cancer consultations for those who register with the hospital during the month of October. Thanks to this initiative, which has been running since 2015, more than 3600 women benefitted from free checkups.

Various guests attended the screening event, including media, key opinion leaders and previous Models of Courage Ford has worked with since the programme’s inception in 2011. Ford’s Sue Nigoghossian also hosted a panel discussion with the five featured Models of Courage and Dr Houriya Kazem, Consultant Breast Surgeon and Medical Director at the Well Woman Clinic.

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***About Ford Motor Company***

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com)*.*

*Ford’s history in the Middle East goes back more than 60 years. The company’s local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit* [*www.me.ford.com*](http://www.me.ford.com).  
  
*Ford Middle East is also a responsible corporate citizen with currently three CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign and Ford Driving Skills for Life safe driving awareness programme for young drivers and teens*.

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