**For immediate release**

**Ford Introduces Its 2018 Warriors in Pink Models of Courage in Support of Breast Cancer Awareness Month Across Middle East & North Africa**

* 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
* 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 Warriors in Pink celebrates eight years in the Middle East, with over 130 Models of Courage having joined the campaign since 2011

**DUBAI, UAE. October 1, 2018** – October 1 marks the start of Breast Cancer Awareness month, and this year Ford continues profiling the stories of outstanding Models of Courage to help promote the importance of early detection in successfully beating the disease in the Middle East and North Africa 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 – survivors ready to help empower and inspire those currently in the fight with breast cancer.

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.”

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 the programme.

# # #

***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*.

|  |  |  |  |
| --- | --- | --- | --- |
| **Contacts:** | Sue NigoghossianMENA CommunicationsFord Middle East & Africa |  | Rasha Ghanem ASDA’A Burson-Marsteller971-4-4507600 |
|  | 971-4-356-6368 |  | rasha.ghanem@bm.com |
|  | snigogho@ford.com  |  |  |