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PRESS RELEASE

New Gilead Sciences' campaign:

"Breast Cancer Concerns Us All"

Gilead Sciences Greece's new, "integrated" message for this year's Breast Cancer Prevention & Awareness Month, is accompanied by a somewhat.... different campaign.

Athens, October 2, 2023 - In September 2022, in the framework of **Breast Cancer Prevention & Awareness Month**, Gilead Sciences Greece unveiled an innovative awareness campaign in which the company's women employees had the leading role in conveying the message **"Breast cancer concerns us all"**. It was the first time that female employees of a company operating in the health sector were the central faces of an unconventional campaign.

A year later, this October, Gilead Sciences Greece **went one step further in its effort to increase the "intensity" of its message** about the necessity for **prevention, early diagnosis, and valid information**.

Because we realized we have done 'half' the work...and we have told 'half' the truth...Hence, in this year's campaign, **the company's male employees step forward, reminding us that "Breast cancer concerns us ALL" and not just women**.

Husbands, sons, fathers, partners, brothers, friends, colleagues, are the ones who deliver the complete message. The people who -every day- are right **next, around and close to women facing breast cancer**. They are the men who become **ambassadors of the message** but who -first and foremost- **support all those women who are fighting the great battle of life!** Men of Gilead Sciences who **are fighting cancer through their work**. But also, men who, in their everyday lives, support the women who are part of their lives. By caring for them, encouraging them, giving them love and courage, and through their rock-solid stance by their side, constantly and unquestionably. By urging them to take precautions and reminding them to **"look into it... not leave it to chance"**. They are all men also fighting the battle against breast cancer from "behind the scenes" with all their strength.

This year's campaign embraces the means of public transport and Syntagma metro station, communicating the very targeted message that breast cancer concerns US ALL! Both women and men. And that its effective treatment is subject to adequate information, prevention, and early diagnosis.

Pursuing the same goal, yet another year Gilead Sciences actively supports **Greece Race for the Cure®** as an **Official Sponsor**. An initiative organized by the Panhellenic Association of Women with Breast Cancer "Alma Zois", which will be held on October 1, 2023. Gilead will be

actively present in an race which has become an institution, through which it seeks to amplify the messages and the spread of the necessary information to fight breast cancer.

On the occasion of this year's campaign, **Savas Charalambidis, General Manager of Gilead Sciences Greece**, noted that *"for Gilead, Breast Cancer Prevention & Awareness is a very important cause which we address as a team, both scientifically and socially. In this year's campaign, our male employees are taking on the leading role, reminding us that breast cancer should not be - and is not – an issue that concerns only women! It concerns us all and we must contribute to its tackling to the best of our ability"*.



**ΟΚΤΩΒΡΙΟΣ: ΜΗΝΑΣ
ΠΡΟΛΗΨΗΣ & ΕΝΗΜΕΡΩΣΗΣ
ΓΙΑ ΤΟΝ ΚΑΡΚΙΝΟ ΤΟΥ ΜΑΣΤΟΥ**



**Ο ΚΑΡΚΙΝΟΣ
ΤΟΥ ΜΑΣΤΟΥ
ΜΑΣ ΑΦΟΡΑ
ΟΛΟΥΣ**



* Οι άντρες που εργάζονται στη βιοφαρμακευτική εταιρεία **Gilead Sciences** φωτογραφίζονται για να δυναμώσουν το μήνυμα της ευαισθητοποίησης για τον καρκίνο του μαστού

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