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ENGLISH

LYD BALI GROUP FIGHT AGAINTS BREAST & CERVICAL CANCER



Alvaro Fernandez, Group Director of LYD Bali Group and management are thrilled to provide this program as an appreciation for the company's dedicated staff.



Participants are completing the registration form before taking the screening process.

Seminyak, Bali — April 30, 2019 — Over the last decade, breast cancer is the most common cancer in Indonesia. More young Indonesian women now have breast cancer; a fatal disease once thought to be more prevalent among older women. Cervical cancer is the 4th most common cancer in women worldwide, and 8% of the cases occur in the developing world, this is at least partly due to the low incidence of screening procedures taken in the developing world and only two from 10 of women were aware of breast examination and cervical smears.



Cervical screening session.

A mission-driven company, LYD Bali Group works hard to empower people to enjoy a safer lifestyle by launch the Mammography and Cervical Cancer Screening Program which has provided 65 screening and diagnostic services to women staff in need for free on Monday, April 29, 2019, at LYD Bali Group Office.

“As a company that strives to keep all people safe, we are honoured providing support for preventative measures to combat breast cancer and fight against cervical cancer, to give women the treatment and preventive care they need. Higher education and household expenditure were associated with greater awareness of cervical smears and mammography, and greater participation in cervical smears and breast self-examination. Awareness and participation in screening were greater in those with health insurance, a shorter distance to health services, and who took part in community activities. We found deficient levels of awareness of screening programs for cervical and breast cancers in Indonesian women, and participation was even lower with indications of a social gradient. Health practitioners need to be aware of subgroups of women at risk who may benefit from improved information and communication concerning the availability of cancer screening. If further research supports the role of social participation, a campaign may be needed that is socially and culturally adapted for women in Indonesia and communicated using existing community networks and media they frequently use. Most people own mobile phones so the potential use of social media could help more to increase these two cancer awareness.” said Jehan, Group PR & Marketing Communications Manager.



Jehan Khaleda, PR & MarComm Manager & Eurike Hutauruk, HR & Training Manager of LYD Bali Group



LYD Bakery presents this cake as a symbol of their support to encourage woman who's fighting against cancer.



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Event attendees were also encouraged to share photos from the events on their social profiles using awareness-raising hashtags #LYDfightcancer.

“This PapSmear and Breast Cancer Early Detection Check help to succeed in the government program and the LYD Group is committed to focusing on the health of female employees, and here we are so thankful for the generous partnership of BPJS Kesehatan with LYD Bali Group in collaboration with Bhakti Rahayu Hospital for free pap smears and breast checks. Through this program, it expected that all female employees could find out the initial conditions of breast and cervical health,” said Eurike Hutauruk, Group Human Resources & Training Manager. LYD Bali Group has plans to continue the CSR program for the cause in the years to come.

To know more about LYD Bali Group, visit www.lydbaligroup.com.

ABOUT LYD BALI GROUP

The LYD Bali Group dedicated to bringing you a superior lifestyle experience on the stunning tropical Indonesian Island of Bali. Launched in 2010 and the brainchild of the enormously creative husband and wife team (Gonzalo and Sandra), the LYD Bali Group is a privately owned family operated business, who pride themselves on offering the perfect dining experiences, exquisite bars and ethereal sunsets, the “island of the Gods” has to offer.

From the instantly recognisable splashes of colour at La Plancha to the distinctly unique La Favela, the conceptually stunning La Laguna or the jaw-dropping La Sicilia, the LYD Bali Group aims to captivate and enthrall you. Each of our breathtaking locations sources only the finest produce locally and from around the world to ensure every exquisite creation from each of our menu’s dances on your palate. We offer the creme de la creme of dining options from casual sunset bites to exceptional dining experiences.

We create to inspire. For further information on news and upcoming events, please visit www.lydbaligroup.com