

The Beacon Of Hope

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*When the world says, "Give up!"
Hope whispers, "Try it one more time"*

Cancer today continues to reach epidemic proportions, and the fight against it is gaining national importance. Yet we are woefully ignorant and blasé about it. In this scenario, the **Indian Cancer Society (ICS)** comes as a beacon of hope for cancer patients and their families. It is the brainchild of well-meaning individuals who went beyond the confines of their world and wanted to give something back to the society by helping the under-privileged.

ICS started its fight way back in 1951. Beginning with affordable treatment, the ICS has steadily expanded its scope of work, becoming the first to offer rehabilitation and chemotherapy to cancer patients and start a cytology center in India. To this effect, it has Cancer Detection Clinics and Mobile Cancer Detection Units. Today, it not only treats patients but also helps them lead a life beyond cancer through a complete rehabilitation program.

In its pursuit to raise awareness levels on Cancer along with the need to garner support of the general public in the fight against cancer the ICS launched the '**Campaign of Hope**'.

The objective of the campaign is to communicate that hope helps defeat cancer. That regular check-ups and early detection is our best hope in fighting cancer. That hope puts cancer into perspective as just another disease that can be cured and not as the end of one's life. And that every bit of support and hope that we offer cancer patients helps them strengthen their resolve to fight.

Says team Ogilvy, "The fierce love for life that the cancer survivors and cancer patients displayed reminded us of how much we take for granted in life. And as we spent hours interacting with these wonderful people at **ICS**, there was one emotion that shone right through – Hope".

To provide the general public an avenue to show their support and donate for the cause the ICS came up with something deeply symbolic and personal - a symbol of Hope. Titled '**Ring of Hope**', the **ICS** in conjunction with Tanishq, India's leading name in jewellery, will offer exquisitely crafted rings in 18K white and yellow gold for men and women (you can also avail unisex rings). The rings range from plain gold to diamond encrusted. All rings have the words 'I CAN' engraved on them.

The entire profit from the sale will fund the medical treatment and rehabilitation of poor cancer patients. These rings will be available at select Tanishq outlets in major cities across the country.

So find your own way to support the fight against cancer. Visit the ICS facility or help us provide food, shelter and clothing for those who are bravely fighting this disease or proudly display the 'Ring of hope'. Every little effort counts when it comes to saving lives.

Come join us and be a part of the 'Campaign of Hope'.

To know more please visit indiancancersociety.org