

Breast Cancer Sensitivity of Aydem and Gediz Elektrik

Aydem and Gediz Elektrik carried out activities which increased awareness of both employees and society in October, which has been accepted as Breast Cancer Awareness Month by World Health Organization.

Aydem and Gediz Elektrik emphasized the importance of early diagnosis of breast cancer with their studies they have made for social awareness within the scope of Breast Cancer Awareness Month.

Aydem and Gediz Elektrik placed a poster with the theme of breast cancer in a game atmosphere where the male population is intense with their gender mainstreaming approach. They have placed a poster containing “Breast Cancer can be diagnosed. Early Diagnosis saves life.” in Denizli Atatürk Stadium on the date of October 26 Sunday, where football game of Super League 8th week between Yukatel Denizlispor and Fenerbahçe had been played. Thus, they have shared the message that breast cancer is not a term that should be known only by women.

Aydem and Gediz employees raised their voices by wearing pink color.

Aydem and Gediz Elektrik employees has worn outfits with pink color, which was adopted as to create global awareness with the slogan “Don’t postpone, take action!” on the date of October 25 Friday, in order to remind lifesaving effect of early diagnosis of breast cancer, and took photos. They shared the taken photo via Ayden and Gediz Elektrik social media channels in order to take attention to breast cancer.

