



Costa Cruises Supports “Pink Is Good” Project On Board Its Ships

October 10, 2016

October 10 marks the start on board the ships of the Costa fleet in the Mediterranean of awareness-raising activities to support the project "Pink is Good", promoted by the Fondazione Umberto Veronesi.

Genoa – October 10, 2016 – To coincide with breast cancer prevention month, [Costa Cruises](#) has announced the beginning of a series of awareness-raising activities from October 10 to the end of the month on board its ships deployed in the Mediterranean. The initiatives are being staged in support of the "[Pink is Good](#)" project carried out by the [Fondazione Umberto Veronesi](#), which has always been at the forefront of efforts to prevent and cure breast cancer.

Thanks to the **fundraising activity** promoted by Costa, cruise guests will be able to make an active contribution by helping to fund a scholarship for a deserving young Italian researcher. At the same time, an **information campaign will be conducted on board** with the aim of conveying the mission and values of "Pink is Good", a Fondazione Umberto Veronesi project that has the set objective of finally beating breast cancer by promoting prevention and providing annual support for many medical researchers.

"Thanks to enlightened and forward-thinking partners such as Costa Cruises we can provide ongoing support for more and more of the most deserving researchers who have decided to dedicate their lives and work to the study and treatment of breast cancer, a disease that affects over 48,000 women in Italy every year. Above all, by supporting the scientific research of the Fondazione Umberto Veronesi you are also forming a new generation of scientists of the highest level," explained **Fondazione Umberto Veronesi General Director Dr. Monica Ramaioli**.

"We are proud to support the 'Pink is Good' campaign. There will be a total of 9 of our fleet ships involved. The goal is, on the one hand, to make a significant contribution to the awareness-raising efforts of the Foundation and, on the other, to give tangible support to their research by donating all the proceeds from these events in October entirely to the Foundation," said **Costa Cruises Sustainability and External Relations Director Stefania Lallai**.

Pink is the color of the campaign and pink hues will set the tone on the Costa ships participating in the project. Special events will include a "**Pink Day**", when guests can make their own donations to the cause and help advance research, for example by buying one of the delicious non-alcoholic **pink cocktails** or a **pink mask** in preparation for the "Notte in Maschera" (Costume Party Soirée). The company is also organizing a special **marathon** on the external decks of the ships and runners will be able to support the Foundation by purchasing their race bibs on board. Last but not least, during the "Pink" events onboard souvenir portraits will be taken and printed with a pink frame; guests can purchase them later, again with the proceeds going to scientific research.

Breast cancer prevention month will also provide a chance to **inform Costa guests** about the related issues: a **video** will be broadcast in their cabins illustrating the details of the "Pink is Good" campaign, accompanied

by a **study pack** and a schedule of all the "pink" happenings on board included in the *diario di bordo* (onboard daily program). Thanks to Costa's engagement, guests will also be invited to take part in **drawing** and **painting** activities designed to convey the message and values underpinning the "Pink is Good" project.

For further information:

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