



## Costa Cruises To Support The “Pink Is Good” Project On Its Ships

October 13, 2017

*A series of activities to raise awareness of the Umberto Veronesi Foundation "Pink is Good" breast cancer prevention project will be taking place on Costa fleet ships operating in the Mediterranean.*

*Coinciding with the call of the Costa Fascinosa, the "Un cammino in rosa, guardando il mare" (A pink walk, looking at the sea) initiative will be held in Naples on 16 October to raise funds for the Umberto Veronesi Foundation with one lucky participant winning a Costa cruise.*

Genoa, 13 October 2017 – To mark **Breast Cancer Awareness Month**, [Costa Cruises](#) will once again be joining forces with the [Umberto Veronesi Foundation](#) to support the [Pink is Good](#) project, which aims to beat breast cancer for good by promoting prevention and supporting research activities every year.

For the second consecutive year the Italian company will fund a **research grant**, which will be awarded to a deserving young Italian female researcher chosen by the Umberto Veronesi Foundation. The campaign to raise **awareness** of "Pink is Good" will be repeated for an entire week on **Costa fleet ships located in the Mediterranean**: informative and in-depth materials will be distributed in every cabin to inform guests about breast cancer prevention with suggestions on healthy lifestyles to follow and the regular check-ups to carry out.

The ambassadorial ship for this awareness-raising campaign will be the **Costa Fascinosa**. To coincide with its call at Naples, on 16 October the "**Un cammino in rosa, guardando il mare**" (A pink walk, looking at the sea) initiative will be held, an evocative **non-competitive walk** of around 6.5 km along the Naples seafront between via F. Petrarca and the Stazione Marittima cruise terminal. The aim is to support the breast cancer prevention activities of the Umberto Veronesi Foundation, also tangibly through a fundraising drive. To take part in the walk, which will involve the guests and crew of the Costa Fascinosa, just make your way to the square in front of the terminal building for 2 p.m. All participants will be entered in a prize draw to win a **cruise for two** in the Mediterranean aboard the Costa Fascinosa.

The initiative is organised by Costa Cruises, Umberto Veronesi Foundation, Marinter Shipping Agency, ASD RuNaples and endorsed by the Municipality of Naples, which has added the walk to the "[Stati Generali del Mare 2017](#)", a festival with a packed calendar of free events for October and November that revolve around the sea.

For further information:

### **Costa Cruises**

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