



Costa Cruises Supports The "Pink Is Good" Project On Board Its Ships

October 11, 2018

Awareness-raising activities have been launched on the Costa fleet operating in the Mediterranean to support the Umberto Veronesi Foundation "Pink is Good" project for the prevention of female cancers.

Genoa, October 11, 2018 – Marking **breast cancer prevention month, for the third year running**, [Costa Cruises](#) will be supporting the [Umberto Veronesi Foundation](#) and its [Pink is Good](#) project, which aims to definitively defeat breast, uterus and ovarian cancer, promoting prevention and providing annual funding to doctors and researchers who have decided to dedicate their lives to studying and treating these diseases.

During the third week of October, **a campaign will once again be run on board fleet ships sailing in the Mediterranean** to raise **awareness about "Pink is Good"**: information material and further details will be distributed to every cabin to inform guests about the prevention of female cancers. This is essential in order to detect the disease in its earliest stages, with suggestions about healthy lifestyles and the regular tests and check-ups required.

Costa Cruises will also provide concrete support for scientific research, funding a **research scholarship** for a worthy Italian female researcher, who will be awarded following a public tender procedure run by the Umberto Veronesi foundation.

For further information contact:

Costa Cruises

Press Office - Tel. +39 010 5483523 / 010 5483068 - costapressoffice@costa.it

Gabriele Baroni – Communication Director – cell +39 3497668013 - baroni@costa.it

Davide Barbano - Media Relations Manager - +39 010.5483523 - +39 334.6525216 – barbano@costa.it

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