

LG to donate Rs 25,00,000 to create cancer awareness

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Ties up with Indian cancer society



LG Electronics extends support to the Indian Cancer Society to help fight against cancer. The CSR initiative by LG will help people who cannot afford cancer screening. The initiative aims to conduct 10 screening camps and targets to screen around 1,100 individuals in Delhi NCR. Under this initiative, LG plans to donate Rs 25,00,000 which will help raise awareness and advocacy and set up the screening camps.

Young Lak Kim, MD- LG Electronics India said, "We are honoured to associate with Indian Cancer Society to help the community with better health. This will help us continue our social initiatives to contribute in a meaningful way."

"We are thankful to LG Electronics for their support. Initiatives like these not only help us engage with the vulnerable community but also allows us to introduce the concept of cancer awareness, myths and stigmas associated with it and the importance of early screening so that individuals take charge of their health", said Renuka Prasad- Hon Secretary Indian Cancer Society – Delhi Branch.