
United Development Company Spreads “Hope in Pink” Through a Breast Cancer Awareness Event in Collaboration with Qatar Cancer Society and The Pearl International Hospital



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Doha, Qatar – October 2025: In observance of Breast Cancer Awareness Month, United

Development Company (UDC)—the master developer of The Pearl and Gewan Islands—organized the “Hope in Pink” awareness event on Thursday morning at The Pearl International Hospital, in

collaboration with the Qatar Cancer Society and the hospital's medical team. The initiative aimed to raise awareness about breast cancer, highlight the importance of early detection, and encourage a lasting culture of preventive health and wellbeing among women.

The event reflected UDC's ongoing commitment to national health initiatives that promote quality of life and sustainable community development. Guided by the belief that caring for people is central to sustainability, UDC continues to support programs that empower individuals and strengthen public health awareness across Qatar.

The event opened with a welcoming speech by Ms. Shefa Nader, Marketing Manager at United Development Company, who emphasized that UDC's participation in health-driven initiatives aligns with its corporate values of promoting community wellbeing and balanced lifestyles. She highlighted the vital role of women in fostering health awareness within families and communities, describing them as key drivers of positive change and wellbeing in society.

Mrs. Heba Nassar, Head of the Community Health Awareness Department at Qatar Cancer Society, also addressed the audience, underlining the importance of understanding breast cancer risks and the necessity of regular screening as a preventive measure. She stated, "Breast cancer is one of the most common cancers among women in Qatar and worldwide. However, there is always hope through early detection, which greatly increases survival rates. Awareness

empowers women to understand their bodies and act quickly if they notice any changes.

Knowledge and prevention remain our strongest defense against the disease.”

Adding to the discussion, Dr. Sanaria Monther Sabri, Consultant of Obstetrics at The Pearl

International Hospital, highlighted the crucial role that awareness campaigns play in

encouraging women to take charge of their health. She stressed that collaboration between

healthcare institutions and the community is key to spreading a culture of prevention. “Promoting

health awareness should not be confined to October alone,” she said. “It must become a

continuous way of life, supported by cooperation between health and community sectors to make

early screening a regular practice for women across Qatar.”

The event was attended by UDC employees, community members, and hospital guests, who

participated in interactive discussions and awareness activities. It concluded with a healthy

breakfast that fostered an uplifting and engaging atmosphere, promoting dialogue and

connection among participants.

Through the “Hope in Pink” initiative, United Development Company reaffirmed its dedication to

building vibrant, health-conscious, and compassionate communities, embodying values of care,

collaboration, and sustainability that define its long-term vision for social wellbeing in Qatar.