

## 6th Lavasa Women's Drive to feature international participation

Lavasa Corporation and Times Group have collaboratively kicked off the 6th edition of the Lavasa Women's Drive, an annual event directed at celebrating the spirit of women. This year, the organizers have adopted a 'Hat's Off' theme for the all women car drive, which will witness international participation for the first time since its inception. The drive will be flagged off on Jan. 22 from Mumbai and Pune, and will end at Lavasa on the same day.

Since its inception, the drive has been supporting the cause of women's cancer prevention through detection. A large part of money collected through registration, is donated to Women's Cancer Initiative - Tata Memorial Hospital. Another new feature this year is a health camp that has been organized as part of the awareness campaign. Preliminary check-ups will be conducted by the Tata Memorial Hospital on Feb. 7 and 8 at Lavasa. The medical team will also visit surrounding villages to interact with rural women and spread awareness about cancer.

Since the event is all about putting across a social message, participants can decorate their cars with social causes that they support for women. International participants have been signing up for the event, and will be travelling to Mumbai or Pune to participate.

Speaking about what benefits the event entails for Lavasa as a destination, Anuradha Paraskar, Senior Vice President - Marketing and Sales, Lavasa Corporation, said: "Over the years, Lavasa Women's drive has successfully been able to garner so many eyeballs at one time. It not only gives a first-hand experience of the city but also creates a platform for like-minded people to come under one roof. The event aptly showcases the fun, adventure and leisure aspects of the city along with the scenic locales of Lavasa. This year we celebrate the spirit of women who go beyond the ordinary to scale greater heights and say Hat's Off to them."

A voting system has been put in place to shortlist from the large number of participants that sign up for the event every year. Those generating the highest number of votes will be chosen to take part in the drive, which is conducted in a time/speed/distance format. Each car needs to have a minimum of one driver and one navigator, as they chart their route with the help of a Tulip Chart.

Registrations and voting for the drive are open on [www.lavasawomensdrive.com](http://www.lavasawomensdrive.com).