

# Driving home the message of health

MUMBAI: Awareness about cancer and other life threatening diseases are a common sight but doing so with a creative twist is very rare. Keeping this in mind, the sixth edition of Lavasa Women's Drive (LWD) is back. Once again this year, participants will drive all the way from Mumbai/Pune to Lavasa and spread awareness about various health as well as social issues along the way. Adding to the grandeur of LWD, participation is open to women from neighbouring countries as well.

The latest edition of LWD will see 2,000 women participate. Like every year, Lavasa Women's Drive will be conducted in time/speed/distance (TSD) format, in compliance with the international sporting code. LWD will be flagged off from Mumbai and Pune on February 22 in the morning. Participants have to drive to Lavasa with the help of a chart. Each car needs to have a minimum of two women participants as driver and navigator.

To cater to the massive demand for participation and ensure a fair selection process, a referral system has been put in place. Aspirants generating maximum number of votes will be the lucky ones to drive to the beautiful hill city Lavasa is.

Rajgopal Nogja, Group COO & whole-time director HCC said, "Lavasa Women's Drive as an innovative concept has grown in size and popularity. The drive has always captured multiple aspects—the fun, adventure and spirit of the Indian woman combined with her passion for social causes. For the first time the drive will also see international participation." Lavasa Women's Drive is a joint initiative of Lavasa Corporation Limited and Times Group has actively supported 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.

*Registrations and voting for LWD 2014 are open on [www.lavasawomensdrive.com](http://www.lavasawomensdrive.com) and you may invite your friends to participate.*