



## **We are unstoppable declares Lavasa Women's Drive Anthem** *Anthem dedicated to the modern woman.*

**Mumbai:** Lavasa Women's Drive is an expression of solidarity, an all women's drive uniting social causes, friendships, achievements and a festive mood. A high energy anthem specially designed for Lavasa Women's Drive 2011 was released at a pre-briefing session held in Mumbai. Shibani Kashyap enthralled a strong audience of 700 lovely ladies with her rendition which is surely set to win the hearts of all women. **Pooja Chopra**, *Pantaloons Femina Miss India World 2009* unveiled the album which was dedicated to the modern women. Shibani Kashyap is the singer and lyricist and the anthem has been produced by Times Music. **Yukta Mookhey, Roopa Ganguly and Dipanita Sharma** graced this occasion with their presence.

**Ms. Anuradha Paraskar, Sr. Vice President – Marketing**, Lavasa Corporation Limited commented, "For the first time, we have produced an anthem that celebrates the spirit of womanhood. LWD is all about fun and adventure combined with a social cause that makes it relevant for all modern Indian women."

WIAA briefed the participants on rules and regulations. The focus of this drive is on safety, security and it's not about speed. The participants will be given directional clues called tulip chart, just before the start as the route is undisclosed. LWD T Shirts is designed by **Anita Dongre** and was unveiled by Pooja Sharma.

Speaking at the launch, **Shibani Kashyap** singer and lyricist of the anthem stated, "The anthem is about women empowerment and how women have arrived in a modern age. I feel that the anthem is very youth oriented and up tempo. It is appropriate and merges very well with Lavasa Women's Drive."

LWD anthem is available in a downloadable format on [www.lavasawomensdrive.com](http://www.lavasawomensdrive.com). It's also available in the caller tune with all the leading service providers and CDs are available at all leading music and retail outlets.

Deviika Bhojwani, vice president, Women's Cancer Initiative – Tata Memorial Hospital spoke about awareness LWD has generated about women cancer and she shared statistics on % rise in the number of women suffering from cancer. She reiterated the need to spread awareness as early detection is the best form of defense against cancer.

LWD is a joint initiative of Bombay Times and Lavasa Corporation. It is supported by Women's Cancer Initiative Tata Memorial Hospital, conducted by Western India Automobile Association, Automotive Partner - Genesis Motors Pvt. Ltd., Fashion Partner - Ritu Kumar, Water Partner – Qua. This is an initiative of Times Red Cell.

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