



## **“High Five” for the women with a drive! Lavasa women’s drive enters fifth year**

**Pune: February 19, 2013:** It is that time of the year again! In fact it has gone bigger and better!! The fifth edition of the “Lavasa Women’s Drive” is here and is raring to go!! The biggest extravaganza in the country which sees hundreds of women participates in a rally with great enthusiasm. In fact “**Lavasa Women’s Drive**” which is the biggest all women’s car rally in the country (certified by Limca Book of Records) symbolizes today’s Indian woman– vivacious, energetic, confident, independent and most of all, with an affinity for social cause.

So what is new this year? Well, besides the exciting fun activities near the Lavasa lakeside promenade with dance, music and other fun filled activities, this year promises to be extra special, since it is the fifth year of the Women’s Drive! In ancient etymology, ‘**Five**’ represents harmony, balance, love and the unbeatable spirit of life. And in this 5<sup>th</sup> year, we assure you a fine mix of these entire put together!!!

Like the previous years, cars will be flagged off from Pune as well as Mumbai. The Drive is organized in aid of Woman’s Cancer Initiative – Tata Memorial Hospital, a non-governmental, non-profit organization. Aimed at creating awareness about cancers that affect women, the drive has now become one of the most eagerly awaited events in the calendar.

The rally will be held simultaneously from **Pune** and **Mumbai** on Sunday, **February 24, 2013** where hundreds of cars driven and navigated by women participants will reach Lavasa. This will be followed by a grand awards ceremony in presence of a number of celebrities in **March 2013**.

**Ms. Anuradha Paraskar, Sr. Vice President – Marketing & Sales, Lavasa Corporation Limited**, said, “Response to 5<sup>th</sup> edition of Lavasa Women’s Drive has been overwhelming.



Last year participants garnered 7.5 lakh votes online from acquaintances to get selected for the drive. This year a record 15 lakh votes were received by the participants from people based in 85 countries from across the globe. Sangeeta Agarwal from Pune gathered 1, 25,000 votes – the maximum votes received by any contestant.

Lavasa Women's Drive has emerged as the biggest platform for women to express their views on women related issues and it surely makes them feel empowered.

Through this initiative we have also helped the local community at Lavasa. Lavasa in association with Tata Memorial Hospital had also conducted a free cancer screening camp for the economically disadvantaged women from villages in and around Lavasa. Nearly 400 women participated in the same.”

**Devika Bhojwani, Vice- President, Women's Cancer Initiative –Tata Memorial Hospital,** said, “It has been five years since we have been associated with the Lavasa Women's Drive. It has been a fantastic journey and I am really proud to say that the Women's Drive has really become a hallmark event. What makes us even happier is the fact that besides having fun, so many women come together to support the cause and help spread the message of the importance of early detection, which could save so many lives.”

Sandip Soparrkar, ace choreographer, who was also present on the occasion said, “Lavasa Women's Drive is a philosophy. It is a sport which goes beyond the limits of a routine event and takes the opportunity to give out a strong message to the world.”

On the occasion, renowned doctors, Dr Mukesh Gupta, Dr Shona Nag and Dr Suchita Pate held a panel discussion on the causes of cancer among women and how preventive measures can go a long way in early detection and cure. The discussion was followed by an interactive session with the participants where the doctors answered questions related to cancer.



They advised that women should never ignore any symptoms of any type of cancer. “If they find even a small lump in their breast or even a fading symptom of cervical cancer, they should get it checked.”

Every year has seen nearly 2,000 women from various walks of life participating in the Drive. At least 12 women are participating in a row in the fifth edition of LWD, 10 for the fourth consecutive year and 27 are likely to complete a hat-trick for the annual event. The drive is such a hit amongst the women in Mumbai that numerous celebrities and motoring enthusiastic drive from Mumbai to Lavasa. Notable names include Roopa Ganguly, RJ Tarana, Nausheed Cyrusi, and Gul Panag.

More than 50 celebrities from all walks of life have lent their support to this cause. Over the years these included Aishwarya Rai Bachchan, Vidya Balan, Anil Kapoor, Sanjay Dutt, Vivek Oberoi, Abhishekh Bachchan, Arjun Rampal, Mehr Jessie, Jackie Shroff, Adnan Sami, Maria Goretti, Mini Mathur, Shweta Tiwari, Neeta Lulla, Deepti Bhatnagar, Suchitra Pillai, Arjan Bajwa, MP Priya Dutt, Sameer Soni, Sushma Reddy, Akshay Kumar, Deepika Padukone, Mugdha Godse, Bhagyashree to name a few.

**About Lavasa**

Lavasa is free India’s planned hill city being developed by HCC (Hindustan Construction Company) where people can Live, Work, Learn and Play in harmony with nature. An inclusive city, based on the principles of New Urbanism, it is fast being developed over 23,000 acres of land. It is a three-hour drive from Mumbai and one-hour from Pune. Lavasa will host a complement of global leaders in hospitality, tourism, education, healthcare, business research and industry. The hill city provides contemporary yet timeless architectural designs, multiple options for housing like rental housing, apartments and villas. With state of the art infrastructure and amenities, it will enable people to live life in full.

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