

## **“Lavasa Women’s Drive” is back**

### **Participate in the ‘Lavasa Women’s Drive 2010’ on Feb 27, 2010 and support the fight against cancer**

**Mumbai, 25th January, 2010:** Every year 8th March is celebrated as International Women's Day across the world. This year is the culmination of centennial year for International Women's Day. An initiative of Lavasa Corporation Limited, Lavasa Women's Drive (LWD) will be held on **Sunday, 27th February, 2011**. It will reach out to women from varied walks of life, bring them together for celebrating the spirit of womanhood and showcase the true drive in them. Instrumental in spreading women cancer awareness, LWD has now become one of the sought after events for women.

As **Lavasa Women’s Drive** continues to become an embodiment of celebrating the spirit of modern woman, it continues to grow strength by strength and city by city. This year, in addition to Mumbai, the drive will also be flagged off from Pune and converge in Lavasa where a lot of fun filled activities have been planned. This year, LWD will have an enhanced geographical footprint with two cars each representing 8 new cities for the first time. The new additions besides Pune are New Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Nagpur and Goa.

Mr. Rajgopal Nogja, President, Lavasa Corporation said, “Lavasa Women's Drive is in its third year and the scale is only increasing. This time, we have added another flag off point Pune, the cultural capital of Maharashtra. The drive has always captured multiple aspects - the fun, adventure and spirit of the modern Indian woman combined with her caring nature and passion for a social cause like prevention of cancer.”

In its third year, LWD is all set to take a leap for a bigger, better and more enjoyable drive. A total of 503 cars, 2011 women: 352 from Mumbai and 151 from Pune will participate in this exciting event.

Devieka Bhojwani, Vice- President, Women's Cancer Initiative- Tata Memorial Hospital stated, “I am sure this year the drive promises to be bigger with inclusion of Pune and I am really happy to be associated with this event. I am always overwhelmed watching these gutsy women taking to the wheel, as each car is flagged off in support of the cause to raise awareness and funds for Women's cancers. I applaud their commitment and thank them all for their support.”

While the core focus of LWD is to create awareness about women's cancer, a large number of NGO's, women organizations, corporate and individuals will also be participating in this drive to promote their individual causes and generate support.

Each car needs to have minimum of two women participants in the form of Driver and Navigator. Women with valid driving license can register on [www.lavasawomensdrive.com](http://www.lavasawomensdrive.com). To know more call Komila on 022-67956769. Since there is a massive demand from women to participate, there is a referral system in place where in all aspirants will have to generate votes for themselves. The aspirants with maximum votes will be the lucky ones scaling the heights of Lavasa.

Western India Automobile Association will take care of the technical aspects, judging process and on road co-ordination. The drive will be in the Time-Distance-Speed format. Participate in Lavasa Women's Drive this February and kick start this new decade with a positive contribution to educate women on prevention and detection of cancer.

**For more information, please call:**

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**Lavasa corporation ltd**