

Record participation at Lavasa Women's Drive as 2011 women celebrate International Women's Day

Pune, March 27, 2011: On a cool breezy morning, hundreds of women gathered at Golibar Maidan to participate in the maiden Lavasa Women's Drive (LWD). The atmosphere was cheerful and there was excitement in the air. Every car was provided with water from Qua Natural Mineral Water & LWD anthem CD. Many participants decorated their cars in imaginative themes and messages to support various causes i.e. saving a girl child, conserving tiger, saving water & electricity and many more.

Singer **Abhijit Sawant**, **Pooja Chopra**, *Pantaloons Femina Miss India 2009* and Actor **Nagesh Bhosle** flagged off cars. Popular television actress **Narayani Shastri** drove the Rosie car in aid of Women's Cancer prevention through early detection. **Vedita** and **Shilpa Shukla**, cast members of upcoming movie **Bhindi Bazaar** and **Nandan Bal**, Chief Coach of the Indian tennis team for the Asian Games graced the occasion with their presence.

Mr. Saurabh Gadgil, Partner, P. N. Gadgil jewelers stated, "It's a matter of great honour and absolute pride for PNG to be associated with Lavasa Women's Drive. We strongly believe in Corporate Social Responsibility and our association with this drive is in line with our belief."

Women participants made it from the concrete jungle of Pune to the cool picturesque Lavasa following all the rules set by WIAA following the tulip chart provided. The drive was in Time-Distance-Speed format (TDS). The participants were cheering and singing the tune of LWD anthem.

Vivek Oberoi landed in Lavasa in a swanky chopper to cheer up women participants who were ecstatic to see him. A whole host of activities were planned at Lavasa - water sports, to a chaat street, to an exotic massage corner by VLCC where women could unwind. In addition **Shibani Kashyap** and **Supastars** enthralled the participants with their performance. **Shibani** captivated the audience with her youthful and up tempo rendition of LWD Anthem which is all about women empowerment.

The winners stand a chance to win an exotic holiday package by **Fahrenheit Hotels & Resorts**, Goa among host of other prizes. **MSD Pharmaceuticals** leading manufacturer of drugs for cervical cancer is also associated with LWD.

Ms. Anuradha Paraskar, Senior VP Marketing, Lavasa Corporation Ltd. stated, "We are pleased to welcome the 2000 women at the Lavasa lakeside promenade today who drove from Mumbai and Pune to Lavasa. Seeing them let their hair down and enjoy the music and dance was a true joy. They encapsulated 'life in full' which is also the title of the official anthem of Lavasa Women's Drive. This event truly reflected the spirit of the brand Lavasa - vibrancy, spirit, drive, and yet a penchant for social causes."

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. This is an initiative of the Times Red Cell.

For more information, please contact.

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