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**PRESS RELEASE:
NINTH ANNUAL 'BIG JOURNEY' KICKS OFF AGAIN IN AUGUST 2018**

On the morning of August 09 2018, a convoy of pink Vespa scooters will make its way from Mugg & Bean restaurant in Sebele Mall, towards the Kweneng District of Botswana. Over a 7 day period the team of volunteers will visit clinics in **Lentsweletau, Kopong, Hatsalatladi, Takatokwane, Letlhakeng, Molepolole, Thamaga, Kumakwane** and **Mankgodi** giving awareness talks, conducting free breast exams and teaching self-examination techniques to the different communities.

This is the Journey of Hope Botswana 'Big Journey' – an annual trip to different parts of Botswana, in order to spread awareness about breast cancer and reinforce that 'early detection can save lives'.

The Big Journey happens once a year, but our message is on-going. As we lead up to the Big Journey, we create awareness through **billboards, print advertising**, as well as **interviews** and **public service announcements** on national radio stations. We also have a **land-marking** project, where we collaborate with businesses and local centres to **paint their buildings bright pink**, and convey our key message to **TOUCH, LOOK CHECK (TLC)** and **TSHWARA, LEBA, TLHATLHOBA (TLC)**, to the general public. Our website (www.johb.org) and Facebook page (www.facebook.com/Journey.of.hope.Botswana) also provide valuable information and updates about our activities.

Journey of Hope Botswana is not an international organisation, but a Botswana based charity which was registered as a **non-profit organisation** (registration number CR 8865) in 2009, **to educate our people about breast cancer and promote early detection.**

It is important to state that the **riders, crew and support team** who go on this journey are unpaid volunteers who take time off their own jobs and busy schedules because they believe in the power of educating others about breast cancer. **A team of trained professionals** who include **nurses, a doctor from Lenmed Bokamoso Hospital** and **medics from Rescue One** accompany the volunteers, in order to provide quality examinations and make referrals, where necessary.

Our main **target audience (65%) is women who are 40 years of age and above.** The remaining 35% target group is a female audience from puberty until their early 40s, as there is a steady increase of breast cancer cases amongst this demographic. Whilst men are not our target audience, they play a key supportive role for their wives and daughters, and are encouraged to attend the talks and even get breast exams if they so wish. Please support us in sharing the breast cancer awareness message throughout Botswana. The team returns to Gaborone on **Wednesday 15 August**, where there will be a short welcome home event at Travel Lodge in Airport Junction.

www.johb.org
pr@joh.org.bw

Journey of Hope is a registered charity (No: CR 8865) involved in bringing Breast Cancer awareness to communities of Botswana and assisting breast cancer patients who lack medical or financial resources to obtain treatment

. Management committee:

Bev Denbury, Ciara McCann, Marilyn Garcin, Rita Keevil, Andrea Kampmann, Onica Lekuntwane, Susannah Steenkamp, Sian Johnson, Brenda Gerber, Sandi Field, Alison Oxley, Tanya Marlin

Tlhatlhoaba mabele a gago

09 - 15 August 2018

LENTSWELETAU	Thur 09 Aug	09h30 - 12h30	Lentsweletau Clinic
KOPONG	Thur 09 Aug	14h00 - 16h00	Kopong Clinic
HATSALATLADI	Fri 10 Aug	09h00 - 12h00	Hatsalatladi Clinic
MOLEPOLOLE	Fri 10 Aug	14h30 - 17h00	MCC Clinic
TAKATOKWANE	Sat 11 Aug	09h00 - 12h00	Takatokwane Clinic
LETLHAKENG	Sat 11 Aug	14h30 - 16h30	Letlhakeng Clinic
MOLEPOLOLE	Sun 12 Aug	08h00 - 12h00	Boswelakoko Clinic
MOLEPOLOLE	Sun 12 Aug	14h00 - 16h30	Phuthadikobo Clinic
THAMAGA	Mon 13 Aug	09h00 - 12h00	Thamaga Clinic
THAMAGA	Mon 13 Aug	14h30 - 16h30	Thamaga Primary Hospital
KUMAKWANE	Tue 14 Aug	09h00 - 12h00	Kumakwane Clinic
MANKGODI	Tue 14 Aug	14h30 - 16h30	Mankgodl Clinic
MOLEPOLOLE	Wed 15 Aug	09h00 - 12h00	Scottish Livingstone Hospital



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 (+267) 72305012
[Journey.of.hope.Botswana](https://www.facebook.com/Journey.of.hope.Botswana)

The Schedule

WE ARE COMING

Home

You are invited to the *Welcome Back* gathering for the Journey of Hope Botswana team, as they return from the 9th Annual Big Journey

Town Lodge, Airport Junction
15 August 2018
15h00 for 15h30

www.johb.org
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 (+267) 72305012
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Arrival invitation

TSHWARA TOUCH Tshwara mabele a gago. A o utlwa sengwe se se sa tlwaelesegang? Touch your breasts. Can you feel anything unusual?

Tihamalatsa menwana, o e patagantse. E dikolose le lebele, go tswa ko godimo go ya kwa tlase, le mo ditlhakoreng. Keep your fingers flat and together. Use a circular motion to cover the breast from top to bottom, and side to side.

LEBA LOOK Batla diphetogo. A go na le pharologanyo mo tebegong ya lebele? Look for changes. Is there a change in shape, size or texture?

Mabele a tshwanetse go nna selekanyo, popego le mmala wa tswaelo. A sa sokama, e bile a sa ruruga. Breasts should be their usual size, shape and colour. They should be no visible distortion or swelling.

Go fetoga ga tebebo ya thoba
Change in direction of nipple
 Bogwata kana go shoga ga letlala
Rash or crusting
 Boing jwa letlala sokai: go bobotoga
Skin texture; e.g. dimpling or puckering
 Kgwehe - e ka tswa o sa bonale mmec e utlwala
Lump - may not be seen but might be felt
 Se se tswang mo thobeng mola kana balaia
Nipple discharge

TLHATLHOABA CHECK Tlhatlhoaba se se sa tlwaelesegang le ngaka ya gago. Check anything unusual with your doctor

Information pamphlet