



Depreciated: Ciudad Medical Zamboanga for winning 1st Prize in the 2015 Zamboanga City Open Lantern Competition (photo courtesy of Sabrina L. Anon - CMZ ECU Head Nurse)

Ciudad Medical Zamboanga (CMZ) Hospital Breast Wellness Center continues its streak of promoting breast cancer awareness nationwide. It is joining Robinsons Galleria Cebu first ever “Festival of Tree” this month of December in Cebu City.

Robinsons invited organizations in this public exhibit to promote an advocacy, a charity or a CSR (Corporate Social Responsibility) project, according to Dr. Filipinas Rojo, CMZ Medical Director.

The exhibit aims to make Cebu City as a focal point of celebrating creativity and altruism to inspire others to engage in worthwhile causes. This is a signature Robinsons Christmas CSR activity and will be rolled out to all Robinsons Malls nationwide by December 2016.

Fourteen (14) organizations heeded the call and put up their own version of Christmas Trees in the mall lobby. Robinsons mallgoers may choose their favorite and donate to the charity of their choice represented by a specific Christmas tree.

There is a Facebook contest too to boot this event. The most liked pictures in the FB account of Robinsons Galleria Cebu will be honored with the announcement of the Top 3 Online Voters' Choice by January 2016.

Dr. Rojo said CMZ joined this exhibit to convince women as well men (yup, men are hit by breast cancer too), to take care of their breasts seriously. And one unique way is to display an attractive pink colored Christmas Tree made of bras, Dr. Rojo explained. She believes the concept of CMZ entry will catch the attentions of mall goers.

CMZ since 2013 has been promoting breast cancer awareness thru CMZ B.R.A. (Bra to Raise Awareness) Campaign Project. It is an innovative Breast Cancer Awareness advocacy project using brassieres which are used to intensify breast awareness through community partnership.

Earlier this year, CMZ received a prestigious international award, the 2015 HMA Asian Hospital Gold Award for CSR, from the Hospital Management Asia (HMA) for its advocacy on breast cancer.



by Dante Corteza

Micah 6:8 "... and what does the LORD require of you but to do justice, and to love kindness, and to walk humbly with your God."