



# My Health Your Health Our Health

March 2025



# About 10KSA

A Saudi story that was born in 2010

In 2010 in Saudi, breast cancer mortality rates were high because women were not being screened

Early detection would mean a drop in that rate

To raise awareness, convene almost 4,000 women

Achieve a Guinness World Record for Largest Human Awareness Ribbon

The public paid attention!



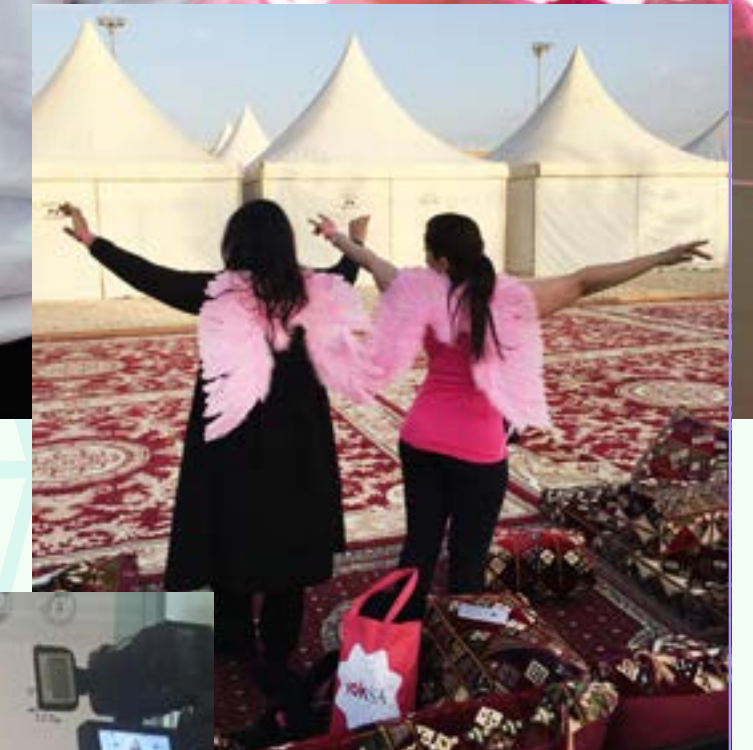
# 2010



# 2015

In 2015 message was expanded: raise awareness about breast cancer in the context of personal health in general, and ways to reduce risk of related and preventable diseases

Messaging about diet, exercise and the importance of screenings, to shift the national conversation about cancer away from fear, shame and taboo, to one of hope and inclusivity



Also - that Guinness World Record had been snatched away - so it was time to get it back



Launched 10KSA as a multi-month communications campaign which culminated in an all-day-wellness festival

We partnered with Saudi female entrepreneurs in sports and cooking, and non-profits, who all took booths, and marketed their work to the almost 13,000 attendees.

At the end of the day we won the Guinness World Record once again, this time convening almost 9,000 women.



# 2015





# 2025 marks the 10-year anniversary of the 10KSA ribbon in Riyadh...

... and Saudi is a very different place. In this context, we invite men and women to join in a new conversation, this time about all cancers, and encourage dialogue about how disease effects all family members.

A decade ago, the participants in the ribbon wore pink for breast cancer. The recognized color for 'all cancers' is lavender, the same color that Saudi has chosen as a national symbol, so there is a strong narrative around the formation of family-friendly lavender ribbons being formed around the world all on the same day.





# Think Local, Act Global

10 years later x 10,000 people  
x 10 ribbons x 10 countries

In celebration of the 10-year anniversary of the Guinness record-breaking ribbon, 10KSA is back, and going bigger; bringing increased awareness not just domestically, but globally!

Our aim is to expand the conversation on cancer and interconnected wellbeing, and have ribbon forming activities in other countries.

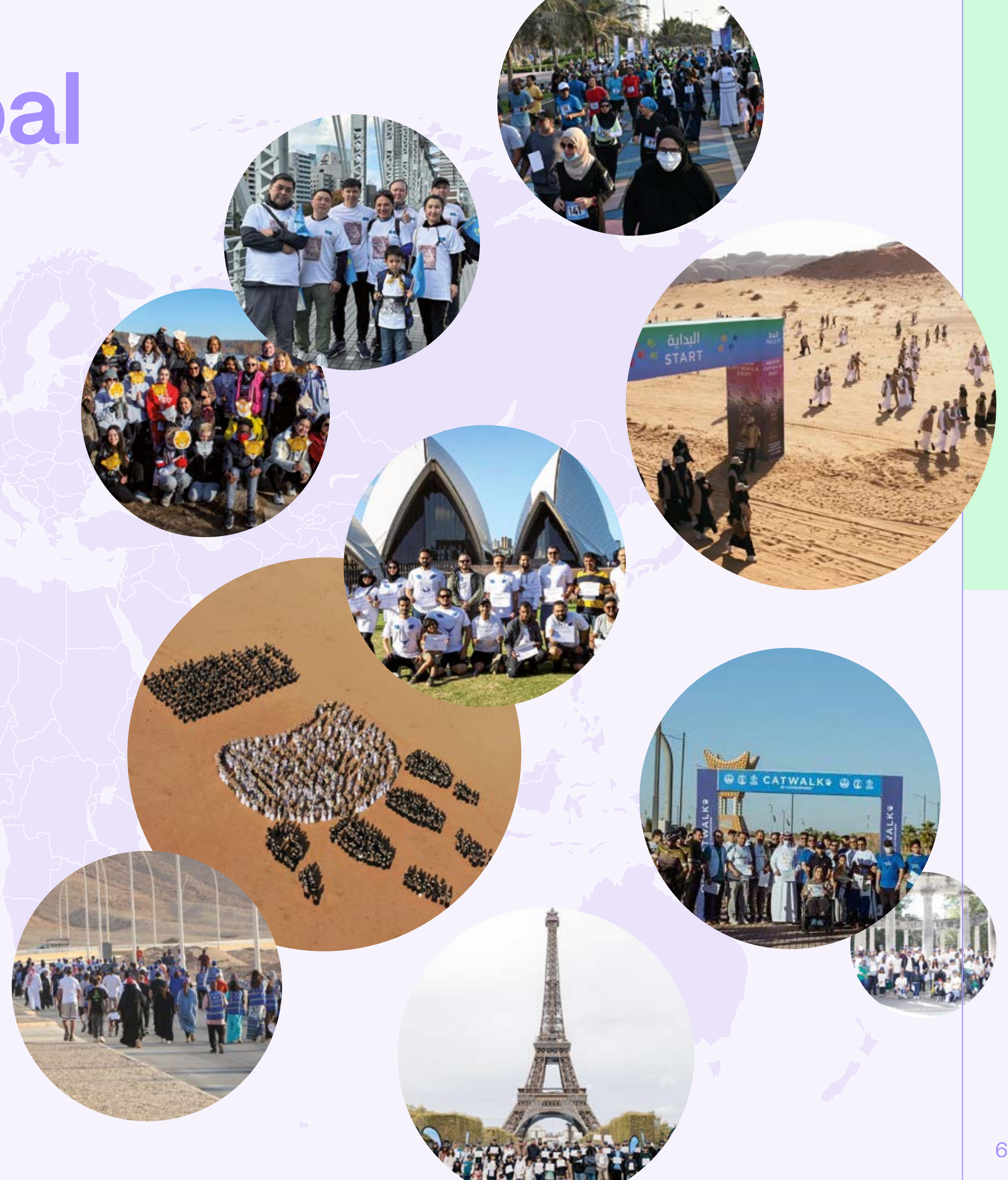
Many of you know us from our work for the Arabian Leopard and Catwalk, where we activated Catwalks in 119 countries. The hope is to apply the same methodology and encourage communities to unite behind the messaging and form ribbons on the same day as ours here in Saudi.

## So far, our country participation list includes:

Australia  
Belgium  
France  
Germany  
India  
Italy  
Japan  
Singapore  
The United Kingdom  
The United States  
Vietnam

## We also be engaging the following Arab countries:

Bahrain  
Egypt  
Jordan  
Kuwait  
Morocco  
Oman  
Qatar  
The United Arab Emirates  
Tunisia





# Think Local, Act Global ....Go Digital

**Underpinned by a 24-hour digital broadcast, 10ksa 2025 will be a truly global event**

With multiple ribbons around the world, 10KSA will have global reach. These activities will be held together by a 24-hour digital broadcast that will run throughout Saturday 15th November as that day passes through every time zone.

The broadcast will feature programming that promotes a healthier lifestyle in the form of panel discussions, lectures, fitness classes and cooking shows. It will be broadcast in multiple languages and interspersed with LIVE FOOTAGE from some of the Ribbons as they are formed.

This broadcast, with a working title of 10KSA-LIVE, will live on after the event and be available on free streaming channels such as YouTube for learning and reference purposes.



# Objectives

Increase general  
cancer awareness

Increase  
Inclusivity across  
society

Reduce fear  
around screening

Reduce fear  
around society's  
reactions towards  
diagnosis

Inspire  
sustainable  
collective action



# Our Timeline

## Now – Event

Partnerships engagement



## Sat 15 November

Ribbons are formed



## Aug/Sept 2025

Messaging campaign commences





# 10KSA Partners Thus Far





# How to Join 10KSA?

This initiative's success depends on all of us. Today we are seeking:

Partners-in-kind

Funding partners

Broadcast sponsors

Sponsors who want booth presence to engage with the market

Non-profits



We are seeking  
collaborative  
partnerships across  
multiple areas.

To explore collaborative  
partnership opportunities,  
contact us:

Fatimah Baeshen  
[fatimah@catmosphere.org](mailto:fatimah@catmosphere.org)

Khalid AlOmran  
[khalidzo@catmosphere.org](mailto:khalidzo@catmosphere.org)

Reem Khouri  
[reem@thewave.global](mailto:reem@thewave.global)



Join us!