

مكاتفة  
mukatafa



My Health  
Your Health  
Our Health

February 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.



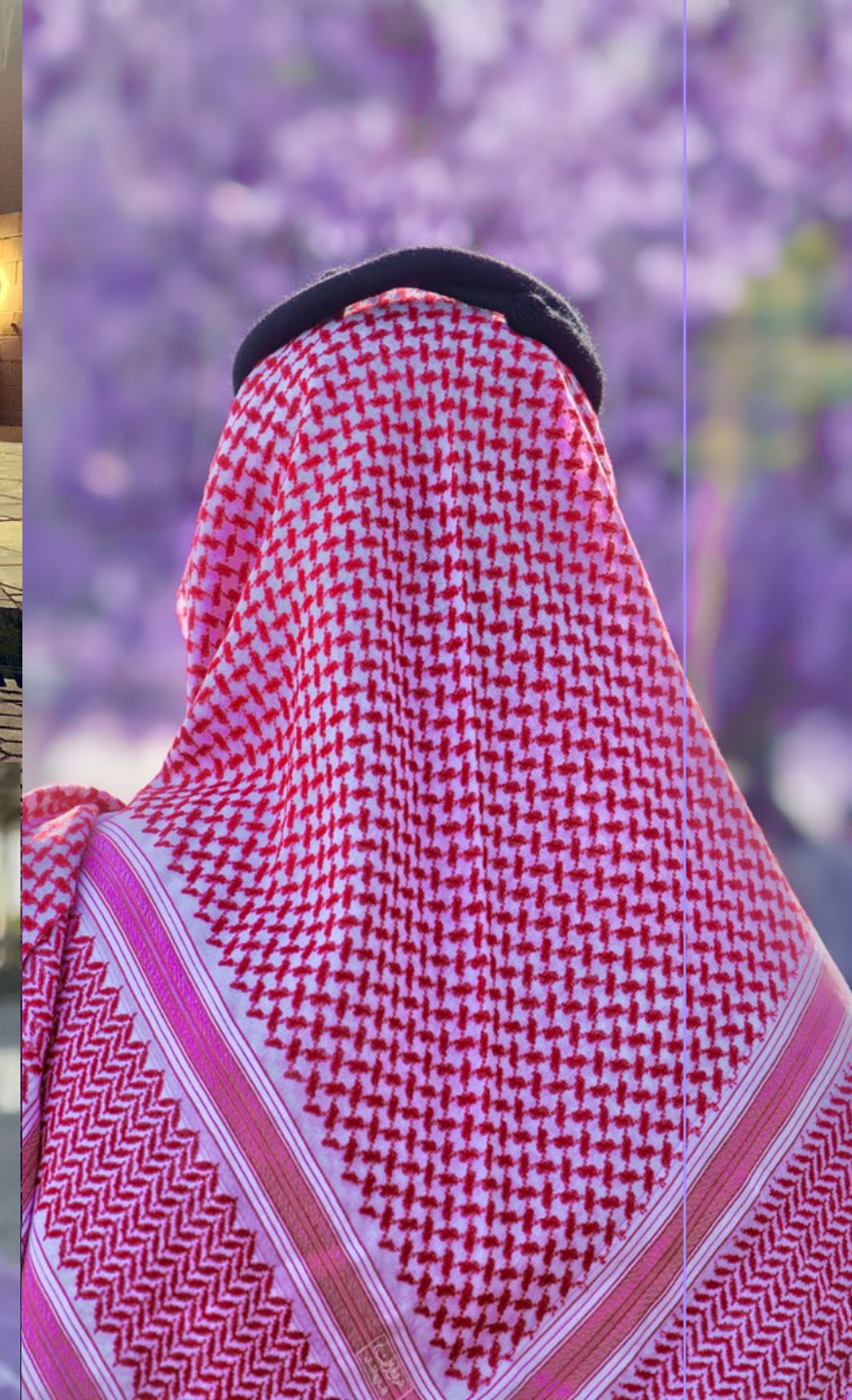
# 2015



# 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 ...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.



Join us!

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)