

REPORT ON PINK BIKEATHON 2023

Date: November 24-25, 2023

Organized by: Bike Saviors Bengaluru & Bharath On Wheels in association with St. Francis College

Venue: St. Francis College

The Pink Bikeathon was organized to raise awareness about breast cancer, with 50 bikers participating in the rally. The ride began at 8:00 AM from Sumangali Sev Aksharam, RT Nagar, and concluded at 10:00 AM at St. Francis College.

The bikers were welcomed by Dr. Poornima Jogi, followed by a seminar in the 2nd-floor hall. The resource persons included:

- Dr. Saro Jacob, Head of Bangalore Baptist Hospital
- Mr. Vaibhav, Coordinator of Biker Saviours Bengaluru
- Mrs. Reshma, Representative from Bharath on Wheels

They shared inspiring personal stories about battling cancer, emphasizing the power of resilience and awareness. Mrs. Reshma highlighted that all 50 bikers had been directly or indirectly affected by cancer and were dedicated to spreading awareness.

The bikers organized hair donation drives, awareness campaigns, and biker formations to promote the cause. A bike formation was created, displaying the cancer symbol and college initials to show support. ISR volunteers performed a flash mob to honor the bikers and their mission. The session concluded with memento presentations to the resource persons, badge distributions to bikers, and certificates for volunteers. Afterward, the bikers resumed their rally towards an orphanage, and all participants returned home safely, marking the event a success.

