Cognizant Associates Support Tech Day of Pink

In Chennai, London, New York and all around the globe, Cognizant associates joined in raising awareness for women battling breast cancer and promoting the benefits of annual screenings by celebrating “Tech Day of Pink” on October 10. The annual event recognizes Breast Cancer awareness month.

Breast cancer is the most common cancer in women and the second most common cancer overall,with more than 2 million new cases detected in 2018. In 1992, The Estee Lauder Companies (ELC) launched its Breast Cancer Campaign, the company’s largest philanthropic initiative, geared toward breast cancer education and research. Tech Day of Pink is an online, social media campaign that calls for people in the industry to wear pink on a dedicated day and, today, Cognizant employees are wearing pink, snapping selfies, and sharing photos across their social media channels to drive awareness of this disease.

Throughout the month, Cognizant has conducted an educational campaign for its employees, including hosting an internal webinar with an oncologist and breast cancer survivor. In addition, the company launched a social media campaign encouraging its online followers to grab a friend and get a screening. In the U.S., Cognizant's Healthcare team introduced a publicly available app that allows users to find a breast cancer screening location near them.

We encourage all our readers to join forces with their colleagues and friends to wear pink, snap a picture, and post to social media using the hashtags #TechInPink2019 and #TimeToEndBreastCancer.

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