

INTERNATIONAL BREAST CANCER PADDLERS' COMMISSION

VOLUME 6 ISSUE 1

JUNE 2016

2018 IBCPC PARTICIPATORY
**DRAGON BOAT
FESTIVAL**
FLORENCE ITALY



Lucia De Ranieri innovative leader of Florence Festival 2018

Lucia De Ranieri discovered the *Florence Dragon Lady* team following her diagnosis in 2011 and became an active member of the team, mostly in organisation and public relations. She fell in love with the sport the first time she paddled. Dragon boating allows team members to live in a new way she discovered. She now enjoys drumming and tries to encourage and stimulate her teammates. Since she has been involved in the annual Florence Pink Meeting she has helped promote the event to the BCS teams throughout the world such is her enthusiasm and commitment.

Lucia attended her first IBCPC Festival in 2014 at Sarasota, Florida, USA and was so excited by it she decided to lead, as president, the organizing of the next IBCPC Festival 2018 in Florence, Italy.

Since it has been announced she has started making plans for the outstanding event by establishing the **FIRENZE IN ROSA** committee which also has the important objective of promoting a healthy lifestyle,



disseminating a culture of prevention and giving a message of hope thanks to the direct testimony of those who have overcome the difficult experience of breast cancer.

Logo contest attracts young artists.

The first important step for **FIRENZE IN ROSA** was to create the 2018 logo by holding a competition for young graphic designers. The goal was to reach primarily young people who are uninformed about breast cancer.

The contest was a great success with 38 participants from all over the world producing a very high level of design quality. In the end a single winner was chosen. The award went to a young designer from Turin, Italy: **Erik Caresio**. The press conference included institutional representatives from the **Municipality of Florence**, the **Tuscany Region** and **CONI (Italian National Olympic Committee)**, along with reporters and many friends and supporters. Facebook www.facebook.com/florenceBCSfestival2018/ ■

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