

Lega Serie B Partners with Komen Italia for Prevention

Source: Lega Serie B

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The 7th Matchday of Serie BKT dedicated to the fight against breast cancer, Bedin: sport has an important social responsibility.

On the occasion of International Breast Cancer Awareness Month, Lega Serie B renews its commitment alongside Komen Italia, supporting the sixth edition of the national campaign “*Prevention is Our Masterpiece*”, organized in collaboration with Sport e Salute and endorsed by the Italian Senate, the Chamber of Deputies, the Presidency of the Council of Ministers, the Ministry of Health, and ANCI. The shared goal is to raise public awareness about the importance of taking care of one’s health and adopting healthy lifestyles.

During the 7th Serie BKT matchday, Lega Serie B will actively promote Komen Italia’s campaign through several activities, including stadium speaker messages, social media content shared on official league and club channels, and, most notably, the “pink ribbon.” Teams will wear the iconic ribbon, which symbolizes the campaign and has also illuminated famous historical and artistic sites in Italy, such as the Colosseum, Teatro Massimo, and Villa Borghese Gallery, as well as institutional locations including Montecitorio and Palazzo Chigi.

Paolo Bedin, President of Lega Serie B, stated:

“Lega Serie B is proud to once again support Komen Italia in its crucial fight against breast cancer. Sport embodies an important social responsibility and is an extraordinary tool to convey prevention messages. With this initiative, we aim to unite stadiums across Italy, highlighting the importance of taking care of one’s health and promoting healthy lifestyles.”

Riccardo Masetti, founder of Komen Italia, added:

“Physical activity is a cornerstone of primary prevention. For us at Komen Italia, having Lega Serie B by our side is a source of great pride. On the occasion of the seventh matchday of the Serie B championship, all players will take the field wearing the pink ribbon, helping to spread the message of prevention and contributing significantly to the success of the campaign ‘Prevention is Our Masterpiece.’”

A key new feature of this edition is the organization of 14 “Health Villages,” to be held in various Italian cities, mainly in Central-Southern Italy and the Islands, including some Serie BKT cities such as Avellino, Bari, and Palermo. Each village will last two to three days and host at least four Mobile Units of the Prevention Caravan offering:

- Free breast examinations for women in vulnerable conditions, even outside regional screening programs;
- 450 mammograms and 150 breast ultrasounds per location;
- Primary prevention activities: sports and fitness lessons, workshops on healthy eating and psychological well-being;
- Educational and awareness activities: school visits, mini scientific conferences, and cultural events focused on prevention.

Each event will be inaugurated with the presence of local authorities, highlighting institutional involvement at the community level.

Komen Italia's Commitment

Komen Italia is a volunteer-based organization, active for over 25 years in the fight against breast cancer across Italy. Breast cancer remains the leading cause of cancer incidence and mortality among women (1 in 9 women will develop breast cancer during their lifetime). Prevention in all its forms is a fundamental tool to effectively combat this disease. Thanks to a network of over 2,000 volunteers, Komen Italia has carried out more than 1,800 stops of the *Prevention Caravan*, providing nearly 300,000 women with free medical services. Early diagnosis enables better treatment, less invasive care pathways, and survival rates that can exceed 90%.