



## **Press Briefing on TLC Triathlon 2025**

### **Organised by the Sri Lanka Medical Association (SLMA)**

In collaboration with the National Cancer Control Programme (NCCP),  
Indira Cancer Trust, and National Partners

**Date:** Thursday 11th September 2025

**Time:** 9.30 AM

**Venue:** SLMA Auditorium, Wijerama House, No. 6 Wijerama Mawatha, Colombo 7

#### **1. Welcome & Opening Remarks**

##### **Dr. Surantha Perera**

*President, Sri Lanka Medical Association (SLMA)*

- Importance of SLMA's leadership in uniting professional bodies for a national health cause.
- Setting the tone: Health equity and the life-saving role of early detection.

#### **2. National Perspective on Breast Cancer Control**

##### **Dr. Shreeni Alahapperuma**

*Director, National Cancer Control Programme, Ministry of Health*

- National burden of breast cancer (15 women diagnosed and 3 deaths daily).
- Policy priorities for awareness and early detection.
- Endorsement of TLC Triathlon as a Ministry-supported campaign.

#### **3. Burden of Breast Cancer in Sri Lanka and the National Call for Early Detection**

##### **Dr. Sanath Wanigasuriya**

*President, Sri Lanka College of Oncologists*

**Clinical Evidence and Survival Outcomes**

- Latest national data on incidence and mortality.
- Demonstrating how early detection changes survival outcomes.

##### **Dr. Ishanka Thalagala**

*Editor, College of Community Physicians of Sri Lanka*

**Public Health Strategies and Community Mobilisation**

- National awareness and outreach strategies.
- Role of population-level behaviour change through campaigns like TLC.



**Dr. Kanchana Wijesinghe**

*Sri Lanka Society of Breast Surgeons*

*Touch · Look · Check: Practical Guidance for Every Woman*

- Clear demonstration of TLC self-breast examination.
- Key message: All women above 20 years must self-examine monthly.
- The TLC Triathlon as a symbolic call to action.

4. TLC Triathlon 2025 – The Event Concept

**Deshabandu Julian Bowling**

*Director, G360 (Event Designers)*

- Four short triathlons in Kilinochchi, Batticaloa, Matara, and Colombo.
- Relay format linking “Touch · Look · Check.”
- Symbolism of swim · bike · run as resilience, survival, and shared responsibility.

5. Why Indira Cancer Trust Initiated This Movement

**Dr. Lanka Jayasuriya-Dissanayake**

*Chairperson, Indira Cancer Trust*

- Six years of TLC awareness campaigns.
- Bridging gaps in access to screening by promoting self-examination.
- ICT’s mission: Turning awareness into a national movement for life.

6. Sponsor & Partner Acknowledgements

**Special Address – Ashani Senaratne**

*Assistant General Manager, Marketing – Commercial Bank of Ceylon*

*(Gold Sponsor & Exclusive Banking Partner)*

- Reflections on corporate social responsibility and support for women’s health.

**Acknowledgement of Other Sponsors and Partners**

- Silver Sponsorship: Melwa.
- Bronze Sponsors: Pyramid Wilmar, Medisurg, CIC Holdings.
- Event & Media Partners: Sirasa/MTV, Shakthi, Wijeya Group, Emerging Media, Aitken Spence, Sound Asia Holdings, Perera & Sons, Pelwatte.
- Community Partners: Rotary, Lions International, Red Cross, Scouts, Sri Lanka Police, Armed Forces.

7. Media Engagement & Q&A

8. Closing Remarks

**Dr. Surantha Perera**

*President, SLMA*