

PRYSMIAN GROUP JOINS THE FIGHT AGAINST BREAST CANCER

SPONSORS ANNUAL AMERICAN CANCER SOCIETY EVENT AND BENEFIT IN GREATER CINCINNATI

Highland Heights, Ky., October 18, 2023 – [Prysmian Group](#), the world leader in the energy and telecom cable industry, announces their participation and sponsorship of the American Cancer Society's 27th Annual Making Strides Against Breast Cancer Walk and 5k Run of Greater Cincinnati and Northern Kentucky. Through this sponsorship, Prysmian has pledged \$5,000 toward the American Cancer Society's fund to support the organization's breast cancer research and programs.

The 27th annual Making Strides of Cincinnati event takes place on Saturday, October 21, 2023 at Yeatman's Cove and celebrates both breast cancer survivors and thrivers and raises funds for lifesaving breast cancer research, advocacy, programs, and services.

"We are proud to play a meaningful role as a sponsor and partner of the 2023 Making Strides Against Breast Cancer event," said Andrea Pirondini, CEO of Prysmian Group North America. "At Prysmian Group, we value the health and wellness of our communities, and we are honored to be a part of the American Cancer Society's goals to achieve better outcomes for the future – where everyone has a fair and just opportunity to prevent, find, treat and survive this disease."

In addition to their corporate sponsorship, a Prysmian Group team of walkers and runners will participate in this year's event.

The American Cancer Society's Making Strides Against Breast Cancer event has been integral to the Greater Cincinnati and Northern Kentucky community for the last 26 years. In 2022, Making Strides Against Breast Cancer of Greater Cincinnati involved more than 15,000 participants and raised a record-breaking \$450,000. A new goal for 2023 was established at \$550,000 in efforts to continue the fight for a world free from breast cancer.

More details about the 27th Annual Making Strides of Greater Cincinnati event, including information on donating and participating can be found here: [Making Strides of Greater Cincinnati | \(acsevents.org\)](https://www.americancancersociety.org/making-strides-of-greater-cincinnati)

About Prysmian Group North America:

Prysmian Group is a multinational company headquartered in Milan, specializing in the production of cable and systems for use in the energy and telecom industries. Prysmian is the largest cable producer in the world with 30,000 associates and \$16 billion in sales. Prysmian is present in North America with 28 plants, 48 in Europe, 13 in Latin America, 7 in the Middle East, Africa and Turkey, and 13 in Asia-Pacific.

Based in Highland Heights, Ky., Prysmian Group North America operations include 28 manufacturing facilities, eight distribution centers, six R&D centers, and more than 6,000 associates with net sales of \$6 billion. Additional information is available at na.prysmiangroup.com.

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