

Together for them

23/10/2024 Porsche Réunion joins forces with François Vergez and IRIS Network in support of Breast Cancer Awareness.

La Reunion | In honour of Breast Cancer Awareness Month, Porsche Réunion is proud to announce an exceptional initiative in collaboration with the artist and Taycan owner François Vergez and the IRIS association to support the cause and promote solidarity through art. This unique event highlights Porsche's commitment to social responsibility, merging art and solidarity to promote healing, resilience, and hope.

A Partnership for Solidarity and the Fight Against Cancer

Throughout October, Porsche Réunion, in partnership with François Vergez and the IRIS association, is hosting an exclusive program aimed at raising awareness about early breast cancer detection and raising funds to support the activities of the IRIS association. This initiative blends the world of art with a strong charitable cause, bringing together the power of creativity and community engagement for the benefit of women's health.

The IRIS association: A Collective Committed to the Fight Against Cancer

The IRIS association, founded in 2021 by specialists in gynaecology, oncology, and breast surgery, provides multidisciplinary care for women diagnosed with gynaecological and breast cancers in Réunion. Since its inception, the network has steadily expanded, ensuring that patients have access to high-quality care and support throughout their treatment journey. In 2023, the network welcomed 227 new patients, including 186 diagnosed with breast cancer.

The network emphasizes early detection, offering not only medical treatment but also essential support services such as psychological care, social assistance, and nutritional advice. Through collaborations with local clinics and innovative projects, the IRIS association plays a pivotal role in the fight against cancer on Réunion Island and beyond.

Throughout the month of October, the Porsche x IRIS solidarity fund, *"Together for Her"*, has been live on the HelloAsso platform. Everyone is invited to contribute to the IRIS Network's initiatives and join this movement of solidarity by donating to help support women affected by cancer.

François Vergez: An Artist's Journey of Resilience

François Vergez, a practicing orthodontist and self-taught artist, has used art to express his emotions and overcome the challenges of life. His series *"From Orthodontics to Art"* symbolizes his personal transformation, with his works reflecting healing, beauty, and resilience through vibrant and dynamic brushstrokes.

In this charity event, François Vergez presents a tribute to the women in his life and to all women facing adversity. His painting *"Femmes"* will be auctioned, with all proceeds going to the IRIS association to support its vital work.

"This painting is a tribute to the women in my life and to all women in general. In reference to my personal journey with diabetes, the circular movements in the painting represent the whirlwind of emotions that can come with a diagnosis. Transcending this experience leads to a new cycle, a form of rebirth."

Porsche: A Commitment to a Better Future

This partnership between Porsche, the Caillé Group, and the IRIS association perfectly aligns with Porsche's values of excellence, performance, and social responsibility. While Porsche is known for pushing the boundaries of automotive innovation, the brand is equally committed to making a meaningful contribution to society by supporting human-centred causes such as breast cancer awareness and treatment.

The Caillé Group, owner of the Porsche Réunion Center, shares this vision of resilience and community support. A key player in the local automotive industry since 1919, the Caillé Group has remained

dedicated to the values of solidarity and responsibility, and through its support of the IRIS association, it demonstrates its commitment to improving the lives of people on Réunion Island.

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